



WALLPAPER CATALOG

Montgomery Ward







62402-0906337  
\$14.00

# Wards Hallmark Wallpapers...

THE LATEST IN STYLING. THE BEST IN QUALITY.  
AT PRICES TO HELP YOU CUT DECORATING COSTS

Quality costs so little when you buy Wards Hallmark wallpapers. Elsewhere you would pay three to four times as much for comparable papers. Yet at Wards low prices you get quality features which are found only in the finest wallpapers. The designs are the work of the most talented wallpaper artists of both America and Europe. The range of styles has been selected to give you the latest in home furnishing trends, as in the smooth textured effect of the modern paper opposite—and also the finest of the traditional, as in the classical rose pattern on Page 5. The coloring has been done by experts who have created papers which harmonize distinctively when used as companions in adjoining rooms or are equally beautiful when used alone. In addition, Hallmark papers are manufactured with the greatest care and craftsmanship under the strictest quality controls.

Wards Hallmark papers have all the features described on Page 5—they are Fadeproof, Washable, have Trim-Easy Edge—and are also printed on extra-heavy stock for long wear. Listed below and on Page 5 are Color-Harmonized Hallmark papers for use in adjoining rooms. You will find others throughout the book.

## COLOR-HARMONIZED HALLMARK WALLPAPERS

**SIDEWALL PAPERS** listed below are sold in Double Rolls 18 inches wide and 16 yards long. Shipping weight per Double Roll, 2 pounds 8 ounces.

**MATCHING BORDERS** are sold by the yard. Shipping weight per yard, 1 ounce.

**CEILING** to match all sidewall patterns below is sold in Double Rolls 18 inches wide and 16 yards long. Shipping weight per Double Roll, 2 pounds 8 ounces.

76 D 612—White ceiling paper for patterns below.....Double Roll 84c

### A MODERN LEAF SIDEWALL PATTERN. Choice of three color combinations.

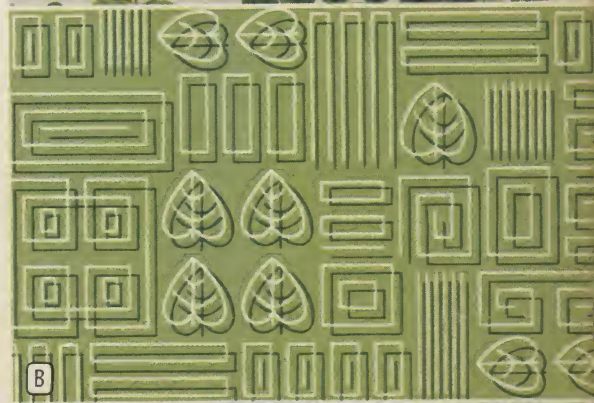
- 76 D 9700—See Front Cover. Green and white on chartreuse background. Harmonizes with 76 D 9703, opposite page, and 76 D 9709, Page 4....Double Roll \$1.50  
76 D 2700—Matching border for 76 D 9700. 2¼ inches wide.....Yard 7c  
76 D 9701—See A. Chartreuse and green leaves, brown stems, on white background. Harmonizes with B and C.....Double Roll \$1.50  
76 D 2701—Matching border for 76 D 9701. 2¼ inches wide.....Yard 7c  
76 D 9702—Not shown. Gray and green on medium brown background. Dbl. Roll \$1.50  
76 D 2702—Matching border for 76 D 9702. 2¼ inches wide.....Yard 7c

### B MODERN GEOMETRIC SIDEWALL PATTERN. Choice of six color combinations.

- 76 D 9703—See opposite page. Chartreuse and dark green on light brown. Harmonizes with 76 D 9700, Front Cover, and 76 D 9709, Page 4....Double Roll \$1.50  
76 D 2703—Matching border for 76 D 9703. 2¼ inches wide.....Yard 7c  
76 D 9704—See B. Dark green and white design on chartreuse background. Harmonizes with A and C.....Double Roll \$1.50  
76 D 2704—Matching border for 76 D 9704. 2¼ inches wide.....Yard 7c  
76 D 9705—Not shown. Dark gray and white on pink background. Double Roll \$1.50  
76 D 2705—Matching border for 76 D 9705. 2¼ inches wide.....Yard 7c  
76 D 9706—Not shown. Dubonnet and white on gray background Double Roll \$1.50  
76 D 2706—Matching border for 76 D 9706. 2¼ inches wide.....Yard 7c  
76 D 9707—Not shown. Dark blue and white on medium blue...Double Roll \$1.50  
76 D 2707—Matching border for 76 D 9707. 2¼ inches wide.....Yard 7c  
76 D 9708—Not shown. Dark green and white on sand background. Double Roll \$1.50  
76 D 2708—Matching border for 76 D 9708. 2¼ inches wide.....Yard 7c

### C MODERN FLORAL SIDEWALL PATTERN. Shown in other colors on Page 4.

- 76 D 9712—Chartreuse, white and black design on dark green background. Harmonizes with A and B.....Double Roll \$1.50  
76 D 2712—Matching border for 76 D 9712. 2¼ inches wide.....Yard 7c







A



# Wards Quality Features

EQUAL THOSE IN THE FINEST WALLPAPERS—  
YET OUR PRICES SAVE YOU 1/3 TO 1/2

The low price you pay for Wards wallpapers—much less than you would pay elsewhere for comparable papers—brings you the highest quality features you can buy. Shop and compare Wards and other prices for the features listed below:

**FADEPROOF.** All Fadeproof papers are laboratory tested in a Fadeometer for a period equal to three years on your walls. They must show no appreciable change in color. All Wards papers marked Fadeproof have passed this test.

**WASHABLE.** Washable papers are tested to withstand a minimum of 25 rubs of soap and water on a standard wallpaper washing machine. Ordinary soil can be cleaned from Washable papers without any appreciable change in the paper.

**TRIM-EASY EDGE.** All Wards papers so marked have the Trim-Easy Edge (pictured on Page 7). The perforated selvage tears off as easily as a postage stamp. It saves time, simplifies trimming, and assures a straight edge.

**MATCHING BORDERS.** Every Ward paper has a border especially selected and colored to match—to add the finishing touch to your room. Border, and harmonizing ceiling papers as well, are listed with each pattern in the book.

**COLOR-HARMONIZED PAPERS.** Not only Wards Hallmark papers, but many of our less expensive papers also, are co-ordinated in design and color for use in adjoining rooms—to help you achieve decorating unity and beauty most easily.

## COLOR-HARMONIZED HALLMARK WALLPAPERS

**SEWALL PAPERS** listed below are sold in Double Rolls 18 inches wide and 16 yards long. Shipping weight per Double Roll, 2 pounds 8 ounces.

**MATCHING BORDERS** are sold by the yard. Ship. wt. per yard, 1 ounce.

**CEILING** to match Sewall patterns below is sold in Double Rolls 18 inches wide and 16 yards long. Ship. wt. per Double Roll, 2 pounds 8 ounces.

76 D 612—White ceiling paper for patterns below.....Double Roll 84c

**A MODERN FLORAL SEWALL PATTERN.** Shown in other colors on Page 3.

76 D 9709—See opposite page. Chartreuse, green and black on white. Harmonizes with 76 D 9700 on Front Cover, 76 D 9703 on Page 2. Double Roll \$1.50.

76 D 2709—Matching border for 76 D 9709. 2 1/4 inches wide.....Yard 7c

**B HYDRANGEA AND CAMELLIA SEWALL PATTERN.** Choice of two colors.

76 D 9718—See B. Dusty rose and white flower, green leaves, gray-green background. Harmonizes with 76 D 9715 (C), 76 D 9713 (D).....Double Roll \$1.50

76 D 2718—Matching border for 76 D 9718. 2 1/4 inches wide.....Yard 7c

76 D 9719—Not shown. Yellow and white flowers, green leaves, cocoa brown background. Harmonizes with 76 D 9716 and 76 D 9714, below..Double Roll \$1.50

76 D 2719—Matching border for 76 D 9719. 2 1/4 inches wide.....Yard 7c

**C CLASSIC ROSE SEWALL PATTERN.** Choice of two colors.

76 D 9715—See C. Rose tones, green leaves on white background. Harmonizes with 76 D 9718 (B) and 76 D 9713 (D).....Double Roll \$1.50

76 D 2715—Matching border for 76 D 9715. 2 1/4 inches wide.....Yard 7c

76 D 9716—Not shown. Yellow roses, green leaves on white background. Harmonizes with 76 D 9719 above, and 76 D 9714 below.....Double Roll \$1.50

76 D 2716—Matching border for 76 D 9716. 2 1/4 inches wide.....Yard 7c

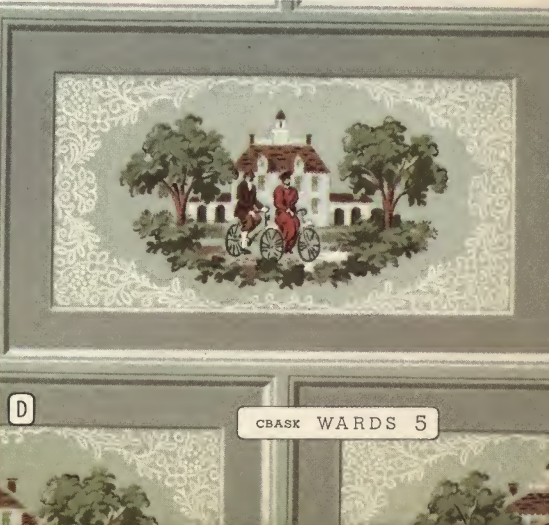
**D SCENIC TILE SEWALL PATTERN.** Choice of two color combinations.

76 D 9713—See D. Gray background; gray-green frame; green, brown and rose design. Harmonizes with 76 D 9718 (B), 76 D 9715 (C). ....Double Roll \$1.50

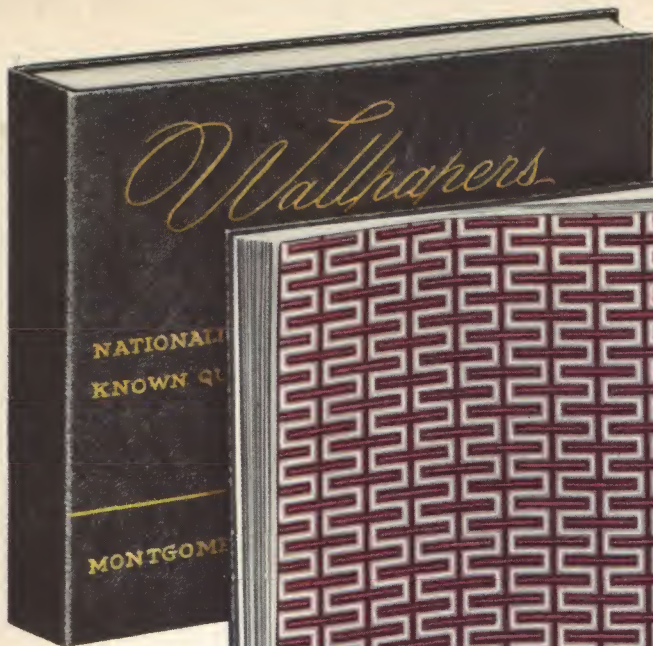
76 D 2713—Matching border for 76 D 9713. 2 1/4 inches wide.....Yard 7c

76 D 9714—Not shown. Gray background; light brown frame; green, brown and yellow design. Harmonizes with 76 D 9719 and 76 D 9716, above...Dbl. Roll \$1.50

76 D 2714—Matching border for 76 D 9714. 2 1/4 inches wide.....Yard 7c









# Wards Complete Collection

SHOWN IN DECORATOR-SIZE SAMPLE BOOKS IN  
OUR CATALOG OFFICES AND RETAIL STORES

Wards offer more than 450 fine wallpapers from which to make your selections. All of them are shown in our large, decorator-size sample books which are on display in every Ward Catalog Office and Retail Store. One book contains Wards exclusive patterns, including Color-Harmonized papers in sets of two and three, and our beautiful Hallmark Collection. The other book presents the Nationally Known Quality papers—a selection of the best designs of the leading wallpaper manufacturers of America. All samples are 16 by 18 inches—large enough so you can see exactly how the papers will look on your walls. In the front of the Ward Sample Book you will also find decorating information to help you solve any problems you may have.

Why not plan to visit the Catalog Office or Retail Store near you soon? At the Catalog Office you may sit down and examine these lovely papers at your leisure. A trained clerk will personally handle your order—help you figure out how much paper you need and write the order for you. You can have your order delivered to your home, or you can call for it at the Catalog Office. If you wish, you can borrow one of the Sample Books to take home—to see how the papers you are considering will look with your furnishings.

Many of Wards Retail Stores stock a wide variety of wallpaper patterns. However, if you do not find the paper you want in stock, or the Ward Store near you does not stock wallpaper, you can make your selections from the Sample Books. A trained clerk will help you.

## HANG YOUR OWN WALLPAPER—DOUBLE YOUR SAVINGS

Why pay several times the cost of your wallpaper just to get it hung? At Wards low prices, you can buy enough paper for the average 6-room house and hang it yourself for less than it usually costs to have a paperhanger do one room. Moreover, you'll find it's fun.

Papering a room doesn't require professional skill, and very little special equipment is needed. Every year thousands paper their homes for the first time and are surprised to find how easy it is. You too can turn out a professional-looking job, even if you've never hung paper before. Once you discover how easy it is, you'll want to re-paper the whole house. And with your savings—from \$5 to \$25 for each average size room, depending on your locality—you can buy something extra you have been wanting for your home.

Wards exclusive wallpapers are easy to hang because they are made with a special, Trim-Easy Edge—a perforated selvage which tears off just like a postage stamp. It saves time, and helps you to achieve a neat, attractive job. For full directions on hanging wallpaper, check the space on your order blank requesting our illustrated leaflet, "It's Easy to Hang Wards Wallpaper." It will give you complete instructions on every step of paperhanging.

Although your tools may consist of ordinary things used in the home, such as a sharp knife or shears for cutting and trimming, a 6-inch brush for pasting, a clean whisk broom for smoothing and a furniture caster for rolling seams, we recommend regular wallpaper hanging equipment for obtaining the best results in the easiest way. All necessary tools and supplies are listed on Pages 79 and 80.

## YOUR EXTRA WALLPAPER HAS MANY USES

If you have a roll or so left over when you have finished papering we suggest that you keep this extra wallpaper and put it to work. It means economy—you can use it later, on worn or spoiled spots. It can also add charm to your rooms: Cover a screen to make it decorative . . . cut out designs for "decals" or place mats. These and other ideas are illustrated in Wards leaflet, "New Uses for Extra Wallpaper." If you would like to see them, just write for the leaflet.





# How to Order Your Wallpaper

## FOR AVERAGE SIZE ROOMS USE THE CHART BELOW

It will tell you how many double rolls of sidewall and ceiling paper you need, as well as how many yards of border. The chart is based on rooms with average window and door openings; deductions have been made for them—also allowances for waste in matching. You need not order extra rolls. If your rooms are not of the sizes listed in the chart, use the simple method explained at right.

SIZE OF ROOM IN FEET	ROLLS OF SIDEWALL NECESSARY		YARDS OF BORDER	DOUBLE ROLLS CEILING
	Double Rolls 18 inches wide, 16 yards long			
	8 or 9 Feet High	10 or 11 Feet High		
8 by 8	4	5	12	1
8 by 10	4	5	14	2
8 by 12	5	6	15	2
8 by 14	5	6	16	2
9 by 10	5	5	14	2
9 by 12	5	6	16	2
9 by 14	5	7	17	2
9 by 16	6	7	18	3
10 by 10	5	6	15	2
10 by 12	5	6	16	2
10 by 14	6	7	18	3
10 by 16	6	8	19	3
12 by 10	5	6	18	3
12 by 12	6	7	19	3
12 by 14	6	8	21	4
12 by 16	7	8	22	4
13 by 14	6	8	20	3
13 by 15	7	8	21	4
13 by 16	7	9	21	4
13 by 18	8	9	22	4
14 by 14	7	8	20	4
14 by 15	7	9	21	4
14 by 16	7	9	22	4
14 by 18	8	10	23	4

## WARDS GUARANTEE

Each run of every exclusive paper Wards sell is rigidly tested by our Bureau of Standards for the features advertised: Fadeproof and Washable qualities, true colors, perfect reproduction of design, highest paper standards. Therefore we guarantee all Wards Wallpapers to be free from defects in materials and workmanship. Should Wards Wallpapers fail to give the service you have a right to expect, we will refund your money, including any shipping charges you may have paid.

## WARDS MONTHLY PAYMENT PLAN

Don't let the lack of ready cash keep you from redecorating your home. Paying all cash is the most economical way to buy but there are times when it is true economy to use your credit. Enjoy new wallpaper as you pay for it. As little as \$5 a month will buy wallpaper for the average house. Include home furnishings or other merchandise in your order also. Buy what you need and have the use of it as you pay for it in Monthly Payments. For full details see the Monthly Payment Plan page in Wards General Catalog.

## FOR UNUSUAL SIZE ROOMS USE THIS METHOD

If your room size is not listed in the chart at left, use this simple method of measurement—it allows for matching and waste.

**DETERMINE THE AMOUNT OF YOUR WALL SPACE.** Measure distance in feet around the room. (Example:  $17+17+21+21=76$  feet.) Multiply by the height of the wall. (Example: if room is 9 feet high multiply  $76 \times 9 = 684$  sq. ft.) You have 684 square feet of wall space.

**DEDUCT FOR OPENINGS** such as doors, windows, mantels, etc. Multiply the width of each opening by the height to get the square feet of openings. (Example: 5 ft. height  $\times$  3 ft. width  $\times$  3 windows  $= 45$  square feet of window space; 8 ft. height  $\times$  4 ft. width  $\times$  1 door  $= 32$  square feet of door space.) Add the square feet of all openings together. (Example:  $45+32=77$  square feet of openings.) Subtract the square feet of openings from the total square feet of wall area. (Example:  $684$  square feet  $- 77$  square feet  $= 607$  square feet.) This is the square feet of wall area to be papered.

**DETERMINE THE AMOUNT OF CEILING AREA.** To get the square feet of your ceiling, multiply the width of your room by the length. (Example:  $17 \times 21 = 357$  square feet of ceiling to be papered.)

## HOW TO FIGURE THE NUMBER OF ROLLS YOU NEED

**18-INCH PAPER.** Divide the square feet of wall area to be papered by 60 (the number of square feet in an 18-inch double roll) to get the number of double rolls to order.

**24-INCH WALL OILCLOTH.** Divide the square feet of wall area to be covered by 30 (the number of square feet in a single roll of 24-in. Wall Oilcloth) to get the number of single rolls to order.

**FOR AMOUNT OF BORDER AND WAINSCOTING** measure the distance in feet around the room, add a 3-foot allowance for matching and spoilage, and divide by 3 to get the number of yards of border and wainscoting needed. (Example:  $11+11+13+13=48$  feet,  $+3$ -foot allowance  $= 51$  feet. Total of 51 feet  $\div$  by 3  $= 17$  yards of border and wainscoting.)

**NOTICE.** Be sure to use the enclosed order blank. State pattern, ceiling and border numbers listed on the back of the sample. If you want a copy of our easy-to-follow instructions, "It's Easy to Hang Wards Wallpaper" sent to you with your order, check the space provided on the order blank. To figure the amount of postage, see table below.

## HOW TO FIGURE THE AMOUNT OF YOUR POSTAGE

Prices do not include shipping charges. Be sure to figure total shipping weight of Wallpaper and Tools and add cost of shipping to the total amount of order. See chart below for amount of postage needed. Rates are subject to any changes made by the Post Office Department.

Shipping Weight	In City Local Zone	Not Over 150 Miles Zones 1 & 2	151 to 300 Miles Zone 3	301 to 600 Miles Zone 4	601 to 1000 Miles Zone 5
1 lb.	15c	17c	17c	19c	21c
2 lbs.	17c	20c	21c	24c	28c
3 lbs.	18c	22c	24c	29c	35c
4 lbs.	19c	25c	28c	34c	42c
5 lbs.	20c	27c	31c	38c	48c
10 lbs.	27c	39c	49c	62c	82c
15 lbs.	33c	51c	66c	86c	\$1.16
20 lbs.	39c	63c	84c	\$1.10	1.50
30 lbs.	52c	87c	\$1.19	1.57	2.17
40 lbs.	64c	\$1.11	1.54	2.05	2.85

## VERY IMPORTANT NOTICE

As this Catalog goes to press we expect that it will remain in effect for two years—until January 1, 1955. We believe that the wallpaper selections and prices will be unchanged during that period, so please save the Catalog to use again, or to lend to your friends. However, we reserve the right to reduce or increase prices without notice.







# Modern Floral of Hallmark Quality

FADEPROOF    TRIM-EASY EDGE    WASHABLE    EMBOSSED    EXTRA-HEAVY PAPER



49c

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet..\$7.70

First of three companion papers: Brown (shown), harmonizes with 3054 and 3055, Pgs. 10, 11; chartreuse with brown leaves, white and yellow flowers, harmonizes with 3154 and 3155, Pgs. 10, 11; or gray with rose leaves, white and yellow flowers, harmonizes with 3254 and 3255, Pgs. 10, 11.

SIDEWALL AND CEILING. Double Rolls only, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz.

BORDER TO MATCH. 2 $\frac{3}{8}$  inches wide. Sold by the yard. Shipping weight per yard, 1 ounce.

## CHOICE OF THREE COLORS

COLOR	SIDEWALL 98c	BORDER 7c	WHITE CEILING 84c
Brown	76 D 3053	76 D 6053	76 D 612
Chartreuse	76 D 3153	76 D 6153	76 D 612
Gray	76 D 3253	76 D 6253	76 D 612

FOR A DINING ROOM the chief requirement is that it be cheerful. Because little time is spent in the room, and there is little upholstery—usually only chair seats—the wall-paper can have strong color, large design, bold character. Florals, medallions, bold leaves, bright conventional patterns, definite stripes and scenics are excellent choices.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Hallmark... Has a Hand-Loomed Look

FADEPROOF

TRIM-EASY EDGE

WASHABLE

EMBOSSSED

EXTRA-HEAVY PAPER



49c

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$7.70

Second of three companion papers. Brown (shown), harmonizes with 3053 and 3055, Pgs. 9, 11; predominately chartreuse with green; tan, gray, silver, harmonizes with 3153 and 3155, Pgs. 9, 11; or predominately gray with green, rose, yellow, silver, harmonizes with 3253, 3255, Pgs. 9, 11.

SIDEWALL AND CEILING. Double Rolls only, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz.

BORDER TO MATCH.  $2\frac{1}{8}$  inches wide. Sold by the yard. Shipping weight per yard, 1 ounce.

## CHOICE OF THREE COLORS

COLOR	SIDEWALL 98c	BORDER 7c	WHITE CEILING 84c
Brown	76 D 3054	76 D 6054	76 D 612
Chartreuse	76 D 3154	76 D 6154	76 D 612
Gray	76 D 3254	76 D 6254	76 D 612

A LONG, NARROW ROOM is a problem which can be solved with the wise use of wall-paper. Hang a subtle, two-toned paper on the long walls, and a strongly patterned paper on the two short walls. This will create the illusion of bringing the two short walls closer together and further into the room, and have the effect of making it seem more square.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Richness and Texture of Fine Fabric

FADEPROOF

TRIM-EASY EDGE

WASHABLE

EMBOSSED

EXTRA-HEAVY PAPER

49c

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$7.70



Hallmark Quality. Creates walls of quiet beauty, excellent taste. Companion to two preceding papers. Green (shown), harmonizes with 3053 and 3054, Pgs. 9, 10; medium cocoa brown, harmonizes with 3153 and 3154, Pgs. 9, 10; or cool gray, harmonizes with 3253 and 3254, Pgs. 9, 10.

SIDEWALL AND CEILING. Double Rolls only, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz.

BORDER TO MATCH. 2 $\frac{3}{8}$  inches wide. Sold by the yard. Shipping weight per yard, 1 ounce.

## CHOICE OF THREE COLORS

COLOR	SIDEWALL 98c	BORDER 7c	WHITE CEILING 84c
Green	76 D 3055	76 D 6055	76 D 612
Brown	76 D 3155	76 D 6155	76 D 612
Gray	76 D 3255	76 D 6255	76 D 612

CHOOSE LIVING ROOM WALLPAPER with the greatest care. Usually it is the room where the most time is spent, where there are the most pictures, and books in their colorful bindings, and where furniture coverings are the most diversified in both color and design. Consequently it usually is wisest to choose a restful, unobtrusive wallpaper pattern.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Deep Tones Make Distinctive Decoration

FADEPROOF TRIM-EASY EDGE WASHABLE EXTRA-HEAVY PAPER



49c

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$7.70

Hallmark Quality. To lend importance to a particular wall . . . make a handsome and decorative dining room . . . or give eye-catching sparkle to a hall. Three colors: maroon (shown); light brown with beige flowers, dark green leaves; or medium blue with white flowers, bright green leaves:

SIDEWALL AND CEILING. Double Rolls only, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz.

BORDER TO MATCH. 2 1/8 inches wide. Sold by the yard. Shipping weight per yard, 1 ounce.

## CHOICE OF THREE COLORS

COLOR	SIDEWALL 98c	BORDER 7c	WHITE CEILING 84c
Maroon	76 D 3046	76 D 6046	76 D 612
Brown	76 D 3146	76 D 6146	76 D 612
Blue	76 D 3246	76 D 6246	76 D 612

IN A DINING ROOM an exciting or festive wallpaper adds enjoyment to every meal. It is also an excellent conversation-maker. Even though the room may be a small one, since it is used comparatively seldom the wallpaper pattern may safely be large in scale. It will be most effective if the design is light in feeling, the colors happy and gay.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Tastefully Styled Hallmark Pattern

FADEPROOF

TRIM-EASY EDGE

WASHABLE

EXTRA-HEAVY PAPER



49c

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$7.70

A truly distinctive pattern which combines the delicacy of detail of the traditional with tasteful colors of the latest wall fashion. Any room will gain a gracious quality from this paper. Choice of two colorings: chartreuse (shown); or dark gray with white and green leaf-and-flower motif, rose outline leaf and light gray fern.

SIDEWALL AND CEILING. Double Rolls only, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz.

BORDER TO MATCH. 23/8 inches wide. Sold by the yard. Shipping weight per yard, 1 ounce.

## CHOICE OF TWO COLORS

COLOR	SIDEWALL 98c	BORDER 7c	WHITE CEILING 84c
Chartreuse	76 D 3047	76 D 6047	76 D 612
Gray	76 D 3147	76 D 6147	76 D 612

SMALL ROOMS generally require small patterns. Large patterns in bold colors make small rooms seem even smaller. Scenics are an exception—they seem to open up the room by leading the eyes beyond the walls. Small designs in light tones make a small room seem larger. For these rosettes, medallions, delicate leafs or florals are good choices.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Delightful Swedish Modern Floral

FADEPROOF TRIM-EASY EDGE WASHABLE EXTRA-HEAVY PAPER



49c

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$7.70

Hallmark Quality. Sparkling color combined with a unique imported design produces an unusual and exciting contemporary pattern. It will give any room gayety and charm. Choice of green (shown); yellow with same design colors; or gray with darker greens, reds, yellows, blues.

SIDEWALL AND CEILING. Double Rolls only, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz.

BORDER TO MATCH. 2¼ inches wide. Sold by the yard. Shipping weight per yard, 1 ounce.

## CHOICE OF THREE COLORS

COLOR	SIDEWALL 98c	BORDER 7c	WHITE CEILING 84c
Green	76 D 3050	76 D 6050	76 D 612
Yellow	76 D 3150	76 D 6150	76 D 612
Gray	76 D 3250	76 D 6250	76 D 612

THE COLOR COMBINATIONS in wallpaper are what make it so delightfully satisfying to work with—so easy to make a harmonious scheme by repeating those same colors in furnishings. Here's a trick worth knowing: select the wallpaper which pleases you, then use the paper as a keynote or guide to all the other colors in the room. It can't fail.

SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Cool, Clean-Cut and Refreshing

FADEPROOF

TRIM-EASY EDGE

WASHABLE

EXTRA-HEAVY PAPER



49<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$7.70

A design which will give a note of individuality to your walls, yet provide a most livable atmosphere. The subdued grays and greens seem to cool a room, temper too much sunlight. A striking background for either modern or traditional furnishings, and a nice foil for more brilliant colors in drapery and furniture fabrics. The smart border adds the final, professional touch.

SIDEWALL. Double Rolls, 18 in. wide, 16 yds. long.  
76 D 3048—Ship. wt. 2 lbs. 8 oz. Double Roll 98c

BORDER TO MATCH. 2¼ inches wide.  
76 D 6048—Ship. wt. per yd., 1 oz. . . . . Yard 7c

WHITE CEILING. Harmonizes with Sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long.  
76 D 612—Ship. wt. 2 lbs. 8 oz. . . . Double Roll 84c

CONSIDER THE STYLE of your house when you choose wallpaper. Both house and pattern should have the same "feeling" of formality or informality. If you want to give the house more dignity, or soften a too formal room, you can do it with wallpaper. But don't use a cute paper in a formal house, or a very formal pattern in an informal house.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Hallmark Design with an Outdoor Air

FADEPROOF

TRIM-EASY EDGE

WASHABLE

EXTRA-HEAVY PAPER



49c

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet...\$7.70

New and exciting—and an escape from the usual wall treatment. The brick effect offers form, structural interest, illusion of space. The graceful vine seems to grow right on the wall. In yellow (shown); light green with same design colors; or orange-red with shades of green, chartreuse, yellow.

SIDEWALL AND CEILING. Double Rolls only, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz.

BORDER TO MATCH. 2¼ inches wide. Sold by the yard. Shipping weight per yard, 1 ounce.

## CHOICE OF THREE COLORS

COLOR	SIDEWALL 98c	BORDER 7c	WHITE CEILING 84c
Yellow	76 D 3049	76 D 6049	76 D 612
Green	76 D 3149	76 D 6149	76 D 612
Red	76 D 3249	76 D 6249	76 D 612

IN MOST HOMES the living room, dining room and hallways should be considered as a unit. Papers selected for them should complement each other, to avoid sudden shock to the eye when you look from one room to the other. Yet they should be varied enough to be interesting when viewed together, as in a hall which looks into both the other rooms.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# *Dainty Embossed Stripe... Five Colors*

FADEPROOF TRIM-EASY EDGE WASHABLE EMBOSSED EXTRA-HEAVY PAPER

54<sup>c</sup> A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$8.20

A neat and orderly little stripe which will prove helpful in many decorating situations. It produces a smooth, tailored background which is excellent for pictures, or for patterned rugs and fabrics. The two-toned effect and detailed embossing are much more interesting than plain surfaced walls. A basically good design which will mix well with furnishings of any period, and can be used in any room you wish.

An excellent companion paper, this stripe comes in five attractive colorings which are equally good when used alone or with other papers of your choice. Colors: green (shown); light yellow; dusty rose; medium warm gray; or powder blue. Matching border is 2 inches wide—use it to bring out the tone and texture of the sidewall. Sidewall and Ceiling are sold only in Double Rolls, 18 inches wide and 16 yards long:

76 D 3057—GREEN SIDEWALL. Ship. wt. 2 lbs. 8 oz.....	Double Roll 1.08
76 D 6057—MATCHING BORDER. Ship. wt. per yd., 1 oz.....	Yard 7c
76 D 3157—YELLOW SIDEWALL. Ship. wt. 2 lbs. 8 oz.....	Double Roll 1.08
76 D 6157—MATCHING BORDER. Ship. wt. per yd., 1 oz.....	Yard 7c
76 D 3257—ROSE SIDEWALL. Ship. wt. 2 lbs. 8 oz.....	Double Roll 1.08
76 D 6257—MATCHING BORDER. Ship. wt. per yd., 1 oz.....	Yard 7c
76 D 3357—GRAY SIDEWALL. Ship. wt. 2 lbs. 8 oz.....	Double Roll 1.08
76 D 6357—MATCHING BORDER. Ship. wt. per yd., 1 oz.....	Yard 7c
76 D 3457—BLUE SIDEWALL. Ship. wt. 2 lbs. 8 oz.....	Double Roll 1.08
76 D 6457—MATCHING BORDER. Ship. wt. per yd., 1 oz.....	Yard 7c
76 D 612—WHITE CEILING. Ship. wt. 2 lbs. 8 oz.....	Double Roll 84c

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# *Small and Sparkling Hallmark Provincial*

FADEPROOF

TRIM-EASY EDGE

WASHABLE

EXTRA-HEAVY PAPER

49<sup>c</sup>

## Choice of 3 Colors

SIDEWALL. Sold only in Double Rolls, 18 inches wide, 16 yards long. Ship. wt. 2 pounds 8 ounces.

76 D 3051—Red.

Double Roll.....98<sup>c</sup>

76 D 3151—Green.

Double Roll.....98<sup>c</sup>

76 D 3251—White.

Double Roll.....98<sup>c</sup>

## BORDER TO MATCH.

2 $\frac{1}{8}$  inches wide. Shipping weight per yard, 1 ounce.

76 D 6051—Red...Yd. 7<sup>c</sup>

76 D 6151—Green.Yd. 7<sup>c</sup>

76 D 6251—White.Yd. 7<sup>c</sup>

WHITE CEILING. Harmonizes with Sidewall. Sold only in Double Rolls, 18 inches wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz.

76 D 612—Double

Roll.....84<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$7.70

Delightfully provincial in character but thoroughly modern in color, this appealing little design is useful for any room. However, it is especially smart in kitchen or breakfast room, small hall or bedroom. Lively and cheerful in feeling, it will give you a room of casual informality. It makes a fine background for French Provincial, Early American, Eighteenth Century or informal modern furniture.

Choice of three Hallmark colorings: red (shown); dark green with white, light green and coral; or white with chartreuse, green and light blue. Sidewall and Ceiling in Double Rolls only, 18 in. wide, 16 yds. long. The distinctively designed matching border is 2 $\frac{1}{8}$  inches wide:

THERE ARE TWO WAYS of using wallpaper to set a color scheme. First, choose the paper and use it for a keynote for the whole room. Match woodwork to the background color; upholstery, draperies and floor covering to the design's other colors. Or reverse the process and choose a paper to coordinate the colors of the furnishings you already have.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE



# Companion Grasscloth in

FADEPROOF TRIM-EASY EDGE WASHABLE EMBOSSED EXT

49<sup>c</sup>

## Choice of 3 Colors

SIDEWALL. Sold only in Double Rolls, 18 inches wide, 16 yards long. Ship. wt. 2 pounds 8 ounces.

76 D 3068—Gray.

Double Roll.....98c

76 D 3168—Tan.

Double Roll.....98c

76 D 3268—Green.

Double Roll.....98c

## BORDER TO MATCH.

2 $\frac{3}{8}$  inches wide. Shipping weight per yard, 1 ounce.

76 D 6068—Gray. .Yd. 7c

76 D 6168—Tan. .Yd. 7c

76 D 6268—Green. Yd. 7c

WHITE CEILING. Harmonizes with Sidewall. Sold only in Double Rolls, 18 inches wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz.

76 D 612—Double

Roll.....84c

A Single Roll. Sold only in Doub.

Approximate Cost of Room 10 x 12 Feet.

Long popular, grasscloth is again high in wall fashions. Excellent for use in any room, and with any style of furnishings. Its interesting texture is never dull—its muted colors produce a neutral background which is harmonious in combination with highly patterned upholstery, draperies or rugs, and with vivid colors. An excellent paper against which to display your favorite pictures, too.

Fadeproof, Washable, extra heavy, grasscloth gives years of satisfactory wear. Versatile, it makes a most effective companion for patterned papers. In gray (shown) it complements the facing paper. However, you can combine any of the three color choices with your own selections.

CONSIDER THE WOOD TONES of your furniture when choosing your wallpaper. Blonde wood finishes are best accented by dark or medium toned wall backgrounds; mahogany and other dark wood finishes look best against a light or medium background. Grays, deep greens and light yellow-greens blend well with grayish-toned furniture.

SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE >



*Small an*

FADEPR







# Small and Scale Leaf-Companion Paper

TRIM-EASY EDGE WASHABLE EMBOSSED EXTRA-HEAVY PAPER

FADEPR



49c

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet..\$7.70

Companion this paper with the grasscloth on the facing page for a most interesting textured effect. The graceful leaf design makes it suitable for any downstairs room—yet it is not too heavy in color for bedroom or upstairs hall. If you use it downstairs repeat the green and gold in your furnishings; upstairs you can match your accessories to the delicate pink and blue.

SIDEWALL. Double Rolls, 18 in. wide, 16 yds. long.  
76 D 3069—Ship. wt. 2 lbs. 8 oz...Double Roll 98c

BORDER TO MATCH. 23 $\frac{3}{8}$  inches wide.  
76 D 6069—Ship. wt. per yd., 1 oz.....Yard 7c

WHITE CEILING. Harmonizes with Sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long.  
76 D 612—Ship. wt. 2 lbs. 8 oz...Double Roll 84c

WHAT ABOUT WOODWORK? If you're planning to paint your woodwork and are in doubt about the color, the best general rule is to have your woodwork match or harmonize in color with the wallpaper of the individual room. You can't go wrong—and it's much more interesting than to paint all the woodwork in a house white, off-white or ivory.

SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Hallmark Colonial Design

FADEPROOF    TRIM-EASY EDGE    WASHABLE    EXTRA-HEAVY PAPER



46<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$7.40

A neat design for a livable background in four fine colorings: white (shown); yellow with gray, green, white design; warm gray with brown, light and dark green, pale yellow design; or cool gray with light and dark green, rose, pale yellow design.

SIDEWALL AND CEILING. Double Rolls only, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz.

BORDER TO MATCH. 2 1/8 inches wide. Sold by the yard. Shipping weight per yard, 1 ounce.

## CHOICE OF FOUR COLORS

COLOR	SIDEWALL 92c	BORDER 7c	WHITE CEILING 84c
White	76 D 3023	76 D 6023	76 D 607
Yellow	76 D 3123	76 D 6123	76 D 607
Warm Gray	76 D 3223	76 D 6223	76 D 607
Cool Gray	76 D 3323	76 D 6323	76 D 607

WHEN PART OF THE ROOM SLOPES which is ceiling, which is wall? One way to solve the problem is to use the same paper over walls and ceiling—small florals, spots or all-over designs are suitable. Or, since flat ceiling is smaller than floor, bring it into balance with the floor by making it a darker color than the walls, and in contrast to them.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE



# Stripe Companion in Three Colors

FADEPROOF TRIM-EASY EDGE WASHABLE HEAVY PAPER

46<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$.740

For a gracious and dignified atmosphere use this classic stripe. With its graceful floral motif it has the luxurious air of the traditional—yet it is colored in tones of modern wall styles. Three colors: brown with tans (shown); gray with shades of light gray and pink; or green with light greens.

SIDEWALL AND CEILING. Double Rolls only, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs.

BORDER TO MATCH. 2 1/8 inches wide. Sold by the yard. Shipping weight per yard, 1 ounce.

## CHOICE OF THREE COLORS

COLOR	SIDEWALL 92c	BORDER 7c	WHITE CEILING 84c
Brown.	76 D 3024	76 D 6024	76 D 607
Gray	76 D 3124	76 D 6124	76 D 607
Green	76 D 3224	76 D 6224	76 D 607

THERE'S NO GREAT SECRET about selecting wallpaper. The first rule is to keep an open mind. Don't be afraid of the new just because it's new. On the other hand, don't leap at the different just for the sake of being different. The second rule is that wallpapers are not designed expressly for any certain rooms. Most are equally at home everywhere.

SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE 











# Companion to the Facing Paper

FADEPROOF

TRIM-EASY EDGE

WASHABLE

HEAVY PAPER



46<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$7.40

An expert blend of conservative and modern, this stylized leaf can be used with any period. Most effective in large rooms, or with its companion in adjoining rooms. Three colorings to harmonize with those of the facing paper: brown (shown); gray with light grays, pink; or green with light greens.

SIDEWALL AND CEILING. Double Rolls only, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs.

BORDER TO MATCH. 2 1/8 inches wide. Sold by the yard. Shipping weight per yard, 1 ounce.

## CHOICE OF THREE COLORS

COLOR	SIDEWALL 92c	BORDER 7c	WHITE CEILING 84c
Brown	76 D 3025	76 D 6025	76 D 607
Gray	76 D 3125	76 D 6125	76 D 607
Green	76 D 3225	76 D 6225	76 D 607

LARGE ROOMS allow a wide choice of pattern and color. However, tiny patterns look insignificant in spacious rooms, make the walls seem aimless. Large scale patterns lend them dignity and distinction—give them character and importance. Also a large room attains a more homelike atmosphere when papered with an important design in rich colors.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Hallmark Ivy Design... Two Colors

FADEPROOF TRIM-EASY EDGE WASHABLE EXTRA-HEAVY PAPER



46c

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$7.40

Still one of the most popular decorating motifs, the ivy leaf is offered here in two of today's best wall colors. In addition the lattice-type background provides the impression of openness and space—yet is irregular enough to hide any architectural defects a room may have. Green (shown); or light and dark shades of dubonnet on gray.

SIDEWALL AND CEILING. Double Rolls only, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz.

BORDER TO MATCH. 2 1/8 inches wide. Sold by the yard. Shipping weight per yard, 1 ounce.

## CHOICE OF TWO COLORS

COLOR	SIDEWALL 92c	BORDER 7c	WHITE CEILING 84c
Green	76 D 3041	76 D 6041	76 D 607
Dubonnet	76 D 3141	76 D 6141	76 D 607

WARDS INTERIOR DECORATORS will help you with your decorating problems. Send the information suggested in the notice in the General Catalog index. You will receive individual recommendations especially designed for your needs. This service is free to our customers. Address Interior Decorating Dept., Montgomery Ward, Chicago 7, Ill.

SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE



# All-Purpose Stripe... Five Colors

FADEPROOF TRIM-EASY EDGE WASHABLE EMBOSSED EXTRA-HEAVY PAPER

42<sup>c</sup> A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet..\$6.92

The type of stripe which has proved its worth through years of use—in today's loveliest colors. It can be hung anywhere, and it combines beautifully with either patterned or plain colored papers. Its attractive new swag border comes in matching colors for each of the five styles listed below. It provides an effective touch of contrast which brings out the tones and texture of the stripe.

Five colorings—use them as companions to the colorings of the facing paper, alone, or in combination with any other papers of your choice. Colors: gray tones (shown); brown tones with gray, harmonizes with 3145, Pg. 26; rose tones with gray-green, harmonizes with 3245, Pg. 26; chartreuse tones with gray; or green tones. Sidewall and Ceiling sold only in Double Rolls 18 in. wide, 16 yds. long. Border 3 in. wide.

76 D 3044—GRAY SIDEWALL. Ship. wt. 2 lbs. 8 oz.....	Double Roll 84c
76 D 6044—MATCHING BORDER. Ship. wt. per yd., 1 oz.....	Yard 6½c
76 D 3144—BROWN SIDEWALL. Ship. wt. 2 lbs. 8 oz.....	Double Roll 84c
76 D 6144—MATCHING BORDER. Ship. wt. per yd., 1 oz.....	Yard 6½c
76 D 3244—ROSE SIDEWALL. Ship. wt. 2 lbs. 8 oz.....	Double Roll 84c
76 D 6244—MATCHING BORDER. Ship. wt. per yd., 1 oz.....	Yard 6½c
76 D 3344—CHARTREUSE SIDEWALL. Ship. wt. 2 lbs. 8 oz.....	Double Roll 84c
76 D 6344—MATCHING BORDER. Ship. wt. per yd., 1 oz.....	Yard 6½c
76 D 3444—GREEN SIDEWALL. Ship. wt. 2 lbs. 8 oz.....	Double Roll 84c
76 D 6444—MATCHING BORDER. Ship. wt. per yd., 1 oz.....	Yard 6½c
76 D 607—WHITE CEILING. Ship. wt. 2 lbs. 8 oz.....	Double Roll 84c

SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE 











# Striking Leaf, Exciting New Colors

FADEPROOF    TRIM-EASY EDGE    WASHABLE    EMBOSSED    EXTRA-HEAVY PAPER



46c

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$7.40

Companion to the facing paper—a design for delightfully decorative walls. Three colorings: light gray (shown); dark cocoa brown with shades of light brown, green, gray, harmonizes with 3144, Pg. 25; or charcoal gray with shades of green, dusty rose, gray, harmonizes with 3244, Pg. 25.

SIDEWALL AND CEILING. Double Rolls only, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz.

BORDER TO MATCH. 2½ inches wide. Sold by the yard. Shipping weight per yard, 1 ounce.

## CHOICE OF THREE COLORS

COLOR	SIDEWALL 92c	BORDER 7c	WHITE CEILING 84c
Gray	76 D 3045	76 D 6045	76 D 607
Brown	76 D 3145	76 D 6145	76 D 607
Charcoal	76 D 3245	76 D 6245	76 D 607

THE HALLWAY is the first sight which greets a visitor when he walks into your home. It expresses the personality of its owner. Wallpaper can supply the welcoming note. Because little time is spent in the hall, you need not fear to use a bold background. No matter how small the area it is always possible to give it a distinct personality.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE



# Excellent for Patterned Furnishings

FADEPROOF

WASHABLE

EMBOSSSED

EXTRA-HEAVY PAPER

## Ordering Information

**SIDEWALL.** Sold only in Double Rolls, 18 inches wide, 16 yds. long. Ship. wt. 2 pounds 8 ounces.

76 D 3052—Double Roll.....92c

**BORDER TO MATCH,** 2¾ inches wide. Shipping wt. per yard, 1 ounce.

76 D 6052.....Yard 7c

**WHITE CEILING.** Harmonizes with Sidewall. Sold only in Double Rolls 18 inches wide, 16 yards long. Shipping weight 2 pounds 8 ounces.

76 D 612—Double Roll.....84c

Don't forget to order all the tools and equipment you need to hang your wallpaper. See Pages 79 and 80 of this Catalog.

## 46<sup>c</sup>

A Single Roll. Sold only in Double Rolls.

Approximate Cost of Room 10 x 12 Feet. \$7.40

The rough finish of this paper, embossed to give it a cloth-like texture, will provide attractive walls for any room. A warm gray, it will also reflect more light than flat paint, giving the room a bright and spacious atmosphere. If you prefer other colors, see the facing page.

As a background for highly patterned furniture, for brilliantly colored draperies, rugs and upholstery, it is excellent. It can also be strikingly combined with many patterned wallpapers.

Because of its texture this paper resembles expensive wall canvas when hung—yet it costs only a fraction as much. The attractive border adds just enough design to give your room a finished look.

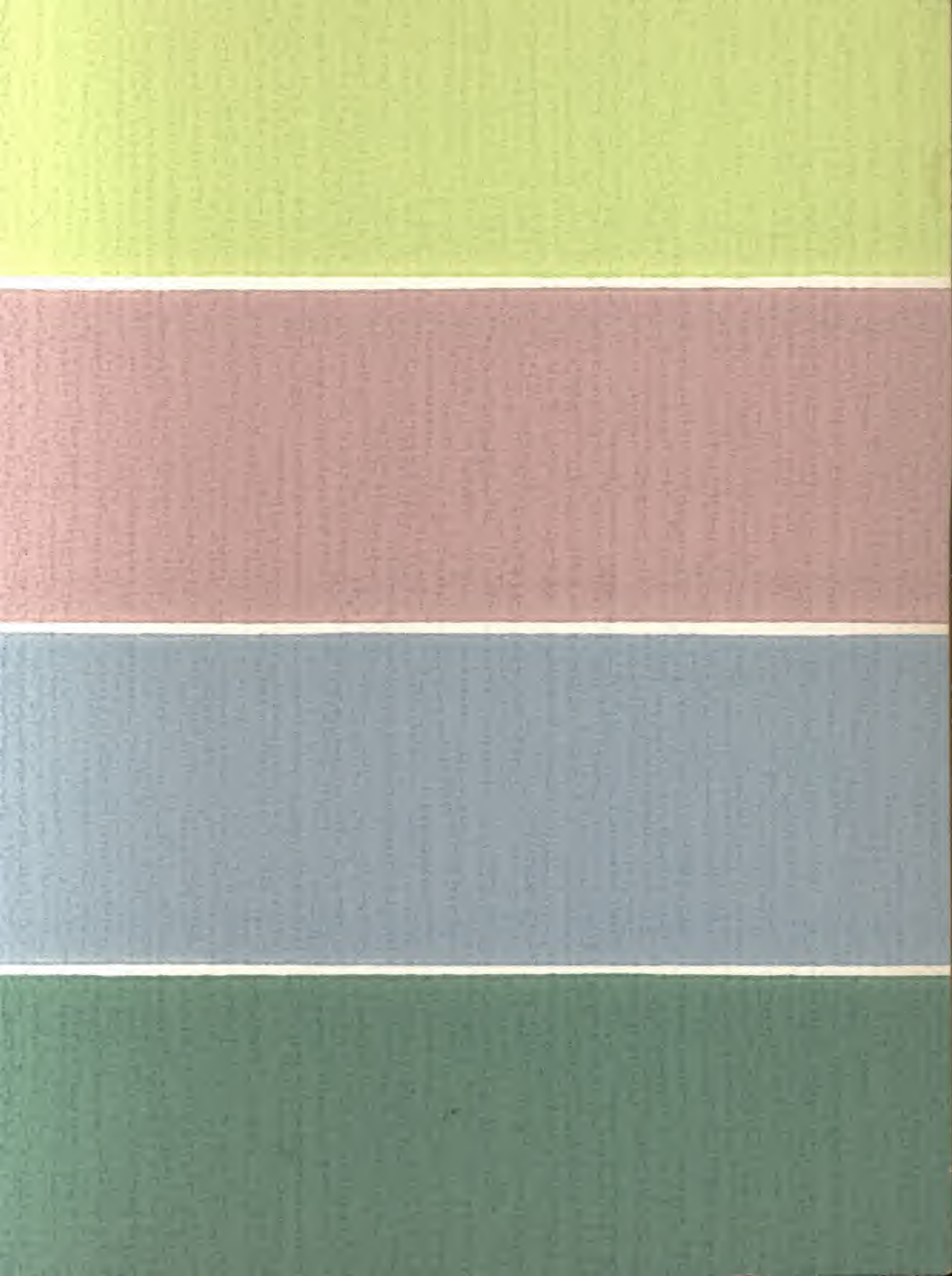
**BOLDLY FLOWERED DRAPERIES** should not be hung against wallpaper which has much design. But if you feel that the wall opposite the windows also needs strong pattern, choose wallpaper in the same spirit and color as the draperies, hang it on the wall opposite the windows, or all three walls, and do the window wall in a good plain toned paper.

SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE ➤











# Choice of Four Colors

FADEPROOF    WASHABLE    EMBOSSED    EXTRA-HEAVY PAPER

46<sup>c</sup>    A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$7.40

**CHARTREUSE**    A smart new tone, high on the list of decorator colors. Use it with other plain colors or patterned papers. Matching border is same design as shown on Pg. 27.

**BLUE**    For a lighter, airier and more spacious seeming room, use this cool, gentle blue. It creates a restful background for any style of furnishings. Harmonizing border adds finishing touch.

**ROSE**    A lovely rose especially good in dark rooms, bringing warmth and brightness and a pleasing cloth-like effect as well. It is also very useful on a high ceiling to make it seem lower.

**GREEN**    If you have a sunny room in which you wish to achieve a cool effect this soft green is an excellent choice. Heavy embossing adds a luxurious note to walls, and to ceilings also.

Sidewall, Ceiling in Double Rolls only, 18 in. wide, 16 yds. long. Border 2¾ in. wide.

76 D 3152—CHARTREUSE SIDEWALL. Ship. wt. 2 lbs. 8 oz. .... Double Roll 92c

76 D 6152—MATCHING BORDER. Ship. wt. per yd., 1 oz. .... Yard 7c

76 D 3252—ROSE SIDEWALL. Ship. wt. 2 lbs. 8 oz. .... Double Roll 92c

76 D 6252—MATCHING BORDER. Ship. wt. per yd., 1 oz. .... Yard 7c

76 D 3352—BLUE SIDEWALL. Ship. wt. 2 lbs. 8 oz. .... Double Roll 92c

76 D 6352—MATCHING BORDER. Ship. wt. per yd., 1 oz. .... Yard 7c

76 D 3452—GREEN SIDEWALL. Ship. wt. 2 lbs. 8 oz. .... Double Roll 92c

76 D 6452—MATCHING BORDER. Ship. wt. per yd., 1 oz. .... Yard 7c

76 D 612—WHITE CEILING. Ship. wt. 2 lbs. 8 oz. .... Double Roll 84c

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Self-Toned Leaf in Four Colors

FADEPROOF TRIM-EASY EDGE WASHABLE EMBOSSED EXTRA-HEAVY PAPER



54<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$8.20

The lights and shadows of the engraved leaf design of this paper will enhance the beauty of any room and any style of furnishings. Choice of four colors: green (shown); shades of light, warm gray; light powder blue; or light dusty rose.

SIDEWALL AND CEILING. Double Rolls only, 18 in. wide, 16 yards long. Ship. wt. 2 lbs. 8 oz.

BORDER TO MATCH. 2 inches wide. Sold by the yard. Ship. wt. per yard, 1 ounce.

## CHOICE OF FOUR COLORS

COLOR	SIDEWALL 1.08	BORDER 7c	WHITE CEILING 84c
Green	76 D 3065	76 D 6065	76 D 612
Gray	76 D 3165	76 D 6165	76 D 612
Blue	76 D 3265	76 D 6265	76 D 612
Rose	76 D 3365	76 D 6365	76 D 612

MAKING ROOMS LOOK LARGER. All plain tones do not make a small room look larger. Cool, deep wall tones—blues and greens—with light color notes in the furnishings against them, will create an illusion of size. Warm, positive plain colors—yellows and reds—will give an atmosphere of intimacy by seeming to bring the walls of the room together.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE

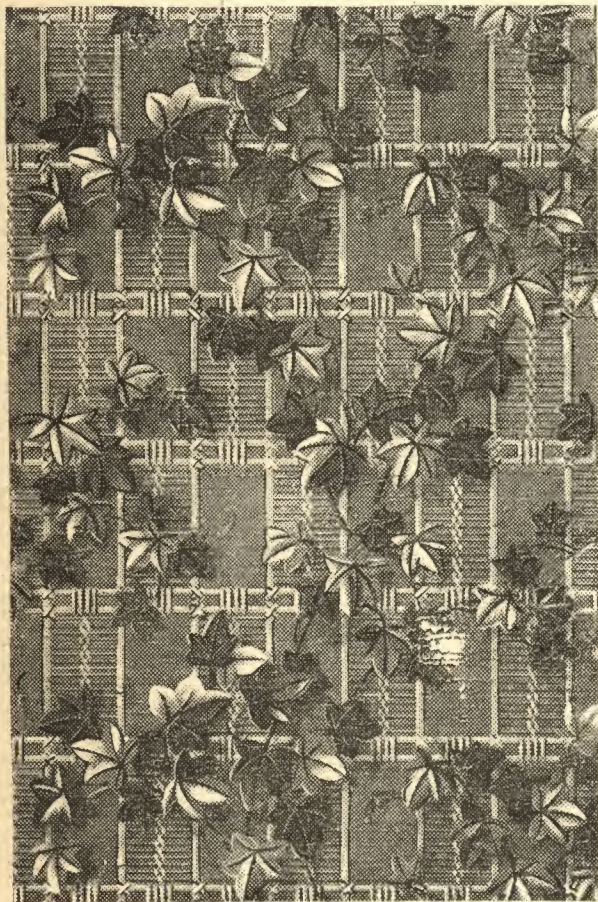






# *Ivy and Bamboo for Depth and Texture*

FADEPROOF TRIM-EASY EDGE WASHABLE EMBOSSED EXTRA-HEAVY PAPER



62<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet...\$9.00

A naturalistic design of the type which is becoming more and more popular. Clean and casual in appearance, it will give a room an outdoors atmosphere—an easy, livable quality. The bamboo latticework background has an effect of openness and depth. Combined with the winding pattern of the ivy it will help hide any architectural defects your room may happen to have.

SIDEWALL. Double Rolls, 18 in. wide, 16 yds. long.  
76 D 3061—Ship. wt. 2 lbs. 8 oz. . . Double Roll 1.24

BORDER TO MATCH. 2 inches wide.  
76 D 6061—Ship. wt. per yd., 1 oz. . . . . Yard 7c

WHITE CEILING. Harmonizes with Sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long.  
76 D 612—Ship. wt. 2 lbs. 8 oz. . . Double Roll 84c

DO CHIMNEYS OR OTHER WALL PROJECTIONS cause you decorating difficulty? Small scale allover designs or a winding pattern of leaves are good camouflage for this awkward situation. It is very difficult for the eye to trace such designs. Consequently they make protruding sections of the wall seem to melt back into the general wall area.



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE



# For Modern, Rough-Textured Walls

FADEPROOF TRIM-EASY EDGE WASHABLE EMBOSSED EXTRA-HEAVY PAPER



70c

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$9.80

Companion to the facing paper. This handsome block design will give a room a striking appearance, yet it is not too obtrusive as a background. The severely simple lines emphasize the color and texture—both of which reflect the latest home furnishing styles. If you want a fresh decorating treatment this paper is a fine choice, either with or without its companion.

SIDEWALL. Double Rolls, 18 in. wide, 16 yds. long.  
76 D 3064—Ship. wt. 2 lbs. 8 oz. Double Roll 1.40


BORDER TO MATCH. 2 inches wide.

76 D 6064—Ship. wt. per yd., 1 oz. Yard 7c

WHITE CEILING. Harmonizes with Sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long.

76 D 612—Ship. wt. 2 lbs. 8 oz. Double Roll 84c

CEILINGS CAN BE MADE TO APPEAR LOWER by careful planning of the areas of wall-paper. A dado or chair-rail section of contrasting paper about 30 inches high around the room reduces the height. So does stopping the paper a foot or so short of the ceiling. Borders used at chair-rail height or just under the ceiling molding achieve the same effect.

SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE 











# Tropical Leaves on Grasscloth Background

FADEPROOF TRIM-EASY EDGE WASHABLE EMBOSSED EXTRA-HEAVY PAPER



62<sup>c</sup>

A Single Roll, Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$9.00

Companion to the facing paper. Fresh and clean-cut, this graceful leaf design makes a comfortable, attractive background. The clear greens and grays have a cool effect which is helpful in a very sunny room. When used in adjoining rooms it and its companion complement each other in design, color and texture, yet are varied enough to give individuality to each room.

SIDEWALL. Double Rolls, 18 in. wide, 16 yds. long.  
76 D 3066—Ship. wt. 2 lbs. 8 oz. Double Roll 1.24

BORDER TO MATCH. 2 inches wide.

76 D 6066—Ship. wt. per yd., 1 oz. . . . . Yard 7c

WHITE CEILING. Harmonizes with Sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long.

76 D 612—Ship. wt. 2 lbs. 8 oz. . . Double Roll 84c

ARE YOU MOVING? If you are, you needn't try to "make do" with walls planned for someone else. It is easy, and inexpensive, to select new wallpapers which will reflect your own taste and set off your furnishings. Wallpaper is the most valuable tool you can use to create a fresh, new look and put the stamp of your own personality on every room.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# *Damask Effect in Silver and Gold*

FADEPROOF TRIM-EASY EDGE WASHABLE EMBOSSED EXTRA-HEAVY PAPER



46<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$7.40

A traditional damask design greatly enriched by the shadings of gold and silver. Produced by a process which prevents it from fading, discoloring or tarnishing. It provides a luxurious looking background for furnishings of any color. The embossing gives surface interest—the gold and silver add effective highlights to your walls. For living room, dining room or hall.

SIDEWALL. Double Rolls, 18 in. wide, 16 yds. long.  
76 D 3070—Ship. wt. 2 lbs. 8 oz...Double Roll 92<sup>c</sup>

BORDER TO MATCH. 3 inches wide.  
76 D 6070—Ship. wt. per yd., 1 oz.....Yard 7<sup>c</sup>

WHITE CEILING. Harmonizes with Sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long.  
76 D 612—Ship. wt. 2 lbs. 8 oz...Double Roll 84<sup>c</sup>

IF YOU ALREADY HAVE YOUR FURNISHINGS, and are trying to select new wallpaper which will make a suitable background for them, this is a helpful guide. Be sure that colors in your wallpaper do not overpower the other colors in your room, but complement and blend with them. Pick up the colors already present. Accents may be used elsewhere.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# *Interesting Texture in Pastel Colors*

FADEPROOF TRIM-EASY EDGE WASHABLE EMBOSSED EXTRA-HEAVY PAPER

## Ordering Information

SIDEWALL. Sold only in Double Rolls, 18 inches wide, 16 yds. long. Ship. wt. 2 pounds 8 ounces.  
76 D 3067—Double Roll.....92c

BORDER TO MATCH. 2¼ inches wide. Shipping wt. per yard, 1 ounce.  
76 D 6067.....Yard 7c

WHITE CEILING. Harmonizes with Sidewall. Sold only in Double Rolls 18 inches wide, 16 yards long. Shipping weight 2 pounds 8 ounces.  
76 D 612—Double Roll.....84c

Don't forget to order all the tools and equipment you need to hang your wallpaper. See Pages 79 and 80 of this Catalog.

## 46<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$7.40

A paper which has many decorating possibilities. The texture of its deep embossing and its light tinted tones will provide a much more interesting background than absolutely plain walls. Yet it is subdued enough to harmonize with any style or any color scheme you may prefer.

Light and airy in effect, it will balance with bold colors, or provide the needed contrast for large scaled patterns in rugs, draperies and upholstery. If you like many pictures, this paper will make an excellent background for them.

The all-over abstract design is suitable for any room in the house. And since it is non-directional it will look as well on the ceiling as it does on the sidewall.

WARM OR COOL? Warm colors include all that have yellow, orange or red in them—from ivory through tan, peach, rose, coral, to deep colors such as rust or burgundy. Gray, blue, green and violet are usually cool. But a green with yellow in it will be warmer than one with blue. Warm gray is close to tan—cool grays run from silver to deep slate.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Floral Stripe in Smoothly Blended Colors

FADEPROOF TRIM-EASY EDGE WASHABLE HEAVY PAPER

46c

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$7.40



A conventional design of the type which has long been popular because of its extreme usefulness. Its comfortable, friendly effect is very good for living room, hall or bedroom. Choice of two colorings: rose and tan (shown); or background in shades of powder blue with cream and dubonnet flowers, white and pink leaves.

SIDEWALL AND CEILING. Double Rolls only, 18 in wide, 16 yds. long. Shipping weight 2 lbs.

BORDER TO MATCH. 2 1/8 inches wide. Sold by the yard. Shipping weight per yard, 1 ounce.

## CHOICE OF TWO COLORS

COLOR	SIDEWALL 92c	BORDER 7c	WHITE CEILING 84c
Rose	76 D 3032	76 D 6032	76 D 607
Blue	76 D 3132	76 D 6132	76 D 607

THE BELIEF THAT STRIPES are good only in rooms with low ceilings is mistaken. To be sure, a series of perpendicular lines will give an illusion of height, help a low-ceilinged room. But stripes can also be used in a high-ceilinged room if it is well proportioned. Here a high ceiling is an asset, and it can well afford to be emphasized.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







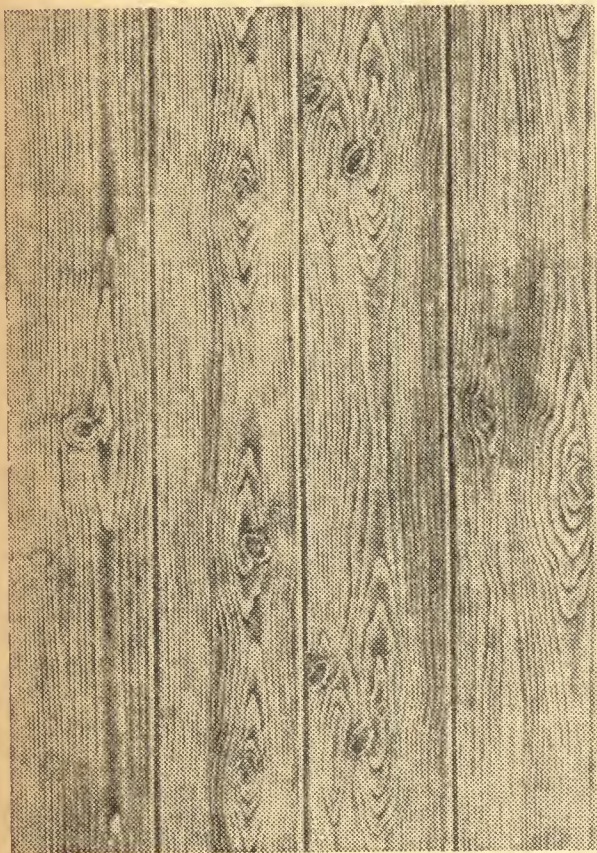
# Effect of Knotty Pine Paneling

FADEPROOF

TRIM-EASY EDGE

EXTRA-WASHABLE

EXTRA-HEAVY PAPER



46c

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$7.40

A paper which will give your walls the appearance of expensive pine paneling at low cost. Reproduced from photographs of actual pine paneled walls, and accurately colored. Use in any room. Makes an especially good background for the warmth and luster of dark furniture. You can attain added realism by applying a coat of wax or clear lacquer to the paper.

SIDEWALL. Double Rolls, 18 in. wide, 16 yds. long.  
76 D 3062—Ship. wt. 2 lbs. 8 oz. Double Roll 92c

BORDER TO MATCH. 2¼ inches wide.  
76 D 6062—Ship. wt. per yd., 1 oz. Yard 7c

IVORY CEILING. Harmonizes with Sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long.  
76 D 613—Ship. wt. 2 lbs. 8 oz. Double Roll 84c

IF YOU NEED A QUIET COLOR for your room do not cling to the old-fashioned notion that the only quiet colors are ivory, cream, sand or gray. These days many colors—green, pink, blue, yellow, red and brown—all are available in quiet tones. They can be used as freely as any of the other colors which are commonly accepted as neutral tones.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE



# Handsome Weave Companion Paper

FADEPROOF   TRIM-EASY EDGE   WASHABLE   EMBOSSED   EXTRA-HEAVY PAPER



42<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$6.92

An extremely versatile weave stripe. Attractive alone or as a companion, and becoming to any room or any style of furnishings. Use the coloring shown with the facing paper, the others with your own selections. Choice of dubonnet and gray (shown); green and gray; or rose and gray.

SIDEWALL AND CEILING. Double Rolls only, 18 in. wide, 16 yds. long. Shipping weight 2 lbs. 8 oz.

BORDER TO MATCH. 2¾ inches wide. Sold by the yard. Shipping weight per yard, 1 ounce.

## CHOICE OF THREE COLORS

COLOR	SIDEWALL 84c	BORDER 6½c	WHITE CEILING 84c
Dubonnet	76 D 3036	76 D 6036	76 D 607
Green	76 D 3136	76 D 6136	76 D 607
Rose	76 D 3236	76 D 6236	76 D 607

STRIPES ARE VERSATILE. Stripes hung streamline, or so that they are horizontal rather than vertical, are sometimes very well suited to modern rooms. They are especially effective in making a boxy room seem larger . . . or used on one wall of a room to make it seem longer. However, a vertical stripe is just as modern as a horizontal one.

SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE >>











# Companion Leaf in Unusual Texture

FADEPROOF

TRIM-EASY EDGE

WASHABLE

EMBOSSSED

EXTRA-HEAVY PAPER



42<sup>c</sup>

A Single Roll. Sold only in Double Rolls.

Approximate Cost of Room 10 x 12 Feet. \$6.92

A paper thoroughly modern in color and texture. Its open, clean-cut design has an airy, spacious feeling. Three colorings: dubonnet and white on gray (shown) harmonizes with the preceding paper; shades of green and white on gray background; or shades of brown and chartreuse on tan.

SIDEWALL AND CEILING. Double Rolls only, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz.

BORDER TO MATCH. 25 $\frac{1}{8}$  inches wide. Sold by the yard. Shipping weight per yard, 1 ounce.

## CHOICE OF THREE COLORS

COLOR	SIDEWALL 84c	BORDER 6 $\frac{1}{2}$ c	WHITE CEILING 84c
Dubonnet	76 D 3037	76 D 6037	76 D 607
Green	76 D 3137	76 D 6137	76 D 607
Brown	76 D 3237	76 D 6237	76 D 607

DO YOU WANT TO MIX OLD AND NEW? Wallpaper is your greatest aid. It's an easy way to add a contemporary touch to a traditional house—or to bring a traditional note into a modern house. A period wallpaper design will set the character for a whole room. Or a modern adaptation of an old favorite can bridge the gap for a mixture of old and new.



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Traditional Floral Medallion

FADEPROOF

TRIM-EASY EDGE

WASHABLE

HEAVY PAPER



42<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$6.92

The fine detail and soft-toned coloring of this delightful paper are sure to transform any room—give it gentle warmth and charming individuality. Reminiscent of old brocade, it has an appealingly old-fashioned air. Use it anywhere you choose—it is sufficiently dignified for living room, dining room or hall, yet it is also admirably suitable for your best bedroom.

SIDEWALL. Double Rolls, 18 in. wide, 16 yds. long.  
76 D 3031—Ship. wt. 2 lbs. . . . . Double Roll 84c

BORDER TO MATCH. 2¾ inches wide.  
76 D 6031—Ship. wt. per yd., 1 oz. . . . . Yard 6½c

WHITE CEILING. Harmonizes with Sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long.  
76 D 607—Ship. wt. 2 lbs. . . . . Double Roll 84c

IT WAS ONCE THOUGHT that flowered papers were suitable only for bedrooms. But no one would hesitate to put a vase of flowers in any room in the house. Similarly there should be no reluctance to put a flowered paper in any room. The problem is simply to select design and colors which are suitable for the room and harmonize with the furnishings.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Hallmark Provincial of Innumerable Uses

FADEPROOF

TRIM-EASY EDGE

WASHABLE

EXTRA-HEAVY PAPER

46<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet..\$7.40

A small and unusually serviceable design—it would be difficult to find a paper with more advantages at this low price. It has the neat, well-ordered look of patterns used in early Colonial times. Use it in any room you please, on walls or ceiling, or both. It is also an excellent companion for other papers, either plain or highly patterned. For example, the green coloring shown here combines excellently with 3034, Pg.

40, and 3035, Pg. 41. You can also use it with many other papers in the book. Choice of four smoothly blended colorings: green (shown); beige with light and dark green, yellow, red, white; gray with wine, dark brown, bright green, white; or pale yellow with light and dark green, gold, red, white. Sidewall and Ceiling are sold in Double Rolls only, 18 inches wide, 16 yards long. Harmonizing border is  $2\frac{1}{8}$  inches wide.

76 D 3040—GREEN SIDEWALL. Ship. wt. 2 lbs. 8 oz.....	Double Roll 92c
76 D 6040—MATCHING BORDER. Ship. wt. per yd., 1 oz.....	Yard 7c
76 D 3140—BEIGE SIDEWALL. Ship. wt. 2 lbs. 8 oz.....	Double Roll 92c
76 D 6140—MATCHING BORDER. Ship. wt. per yd., 1 oz.....	Yard 7c
76 D 3240—GRAY SIDEWALL. Ship. wt. 2 lbs. 8 oz.....	Double Roll 92c
76 D 6240—MATCHING BORDER. Ship. wt. per yd., 1 oz.....	Yard 7c
76 D 3340—YELLOW SIDEWALL. Ship. wt. 2 lbs. 8 oz.....	Double Roll 92c
76 D 6340—MATCHING BORDER. Ship. wt. per yd., 1 oz.....	Yard 7c
76 D 607—WHITE CEILING. Ship. wt. 2 lbs. 8 oz.....	Double Roll 84c

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE



# Versatile Companion... Six Colors

FADEPROOF TRIM-EASY EDGE WASHABLE EMBOSSED EXTRA-HEAVY PAPER

42<sup>c</sup> A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet..\$6.92

A stylized grasscloth—one of the most useful and adaptable papers we have ever offered. It combines beautifully with other patterns. Used alone, its new textured effect will give you interesting walls, yet it is subdued enough for furnishings of any type. One of our very easiest papers to hang—it requires no matching. It can be trimmed to any width and hung just like a plain colored paper.

Six colorings—two to harmonize with those of the facing paper, others you can combine with your individual selections. Colors: Green, chartreuse and gray (shown), harmonizes with 3035 and 3235, Pg. 41; all brown tones, harmonizes with 3135, Pg. 41; all chartreuse tones; all gray tones; all rose tones; or all tan tones. Sidewall and Ceiling sold only in Double Rolls 18 in. wide, 16 yds. long. Border 2¾ in. wide.

76 D 3034—GREEN SIDEWALL. Ship. wt. 2 lbs. 8 oz.....	Double Roll 84c
76 D 6034—MATCHING BORDER. Ship. wt. per yd., 1 oz.....	Yard 6½c
76 D 3134—BROWN SIDEWALL. Ship. wt. 2 lbs. 8 oz.....	Double Roll 84c
76 D 6134—MATCHING BORDER. Ship. wt. per yd., 1 oz.....	Yard 6½c
76 D 3234—CHARTREUSE SIDEWALL. Ship. wt. 2 lbs. 8 oz.....	Double Roll 84c
76 D 6234—MATCHING BORDER. Ship. wt. per yd., 1 oz.....	Yard 6½c
76 D 3334—GRAY SIDEWALL. Ship. wt. 2 lbs. 8 oz.....	Double Roll 84c
76 D 6334—MATCHING BORDER. Ship. wt. per yd., 1 oz.....	Yard 6½c
76 D 3434—ROSE SIDEWALL. Ship. wt. 2 lbs. 8 oz.....	Double Roll 84c
76 D 6434—MATCHING BORDER. Ship. wt. per yd., 1 oz.....	Yard 6½c
76 D 3534—TAN SIDEWALL. Ship. wt. 2 lbs. 8 oz.....	Double Roll 84c
76 D 6534—MATCHING BORDER. Ship. wt. per yd., 1 oz.....	Yard 6½c
76 D 607—WHITE CEILING. Ship. wt. 2 lbs. 8 oz.....	Double Roll 84c

SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE >











# For Walls of Beauty and Importance

FADEPROOF

TRIM-EASY EDGE

WASHABLE

EXTRA-HEAVY PAPER



42c

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$6.92

Companion paper: One of our finest—it makes any room a handsome one. Choice of gray (shown); white with green leaves, flowers in tans and dusty rose, harmonizes with 3134, Pg. 40; dark green with lighter green leaves, flowers in grays and char- treuse, harmonizes with 3034, Pg. 40:

SIDEWALL AND CEILING. Double Rolls only, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz.

BORDER TO MATCH. 2¼ inches wide. Sold by the yard. Shipping weight per yard, 1 ounce.

## CHOICE OF THREE COLORS

COLOR	SIDEWALL 84c	BORDER 6½c	WHITE CEILING 84c
Gray	76 D 3035	76 D 6035	76 D 607
White	76 D 3135	76 D 6135	76 D 607
Green	76 D 3235	76 D 6235	76 D 607

A SIMPLE RULE which will help determine what size your wallpaper design should be: If the majority of the walls of your room provide an opportunity to hang four or five strips of paper without interruption, you can safely use a large design. If not, it will be safer for you to use a small scaled design which will create an over-all effect.



SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Lends a Gracious Air to Any Room

FADEPROOF

TRIM-EASY EDGE

WASHABLE

HEAVY PAPER



37<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$6.14

The fresh, clear colors and appealing simplicity of this lovely floral create a room of beauty and taste. There's a feeling of spring in the graceful, climbing design. Choice of green (shown); yellow with gray flowers, green leaves; or gray with yellow and white flowers, dark gray leaves.

SIDEWALL AND CEILING. Double Rolls only, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz.

BORDER TO MATCH. 2¾ inches wide. Sold by the yard. Shipping weight per yard, 1 ounce.

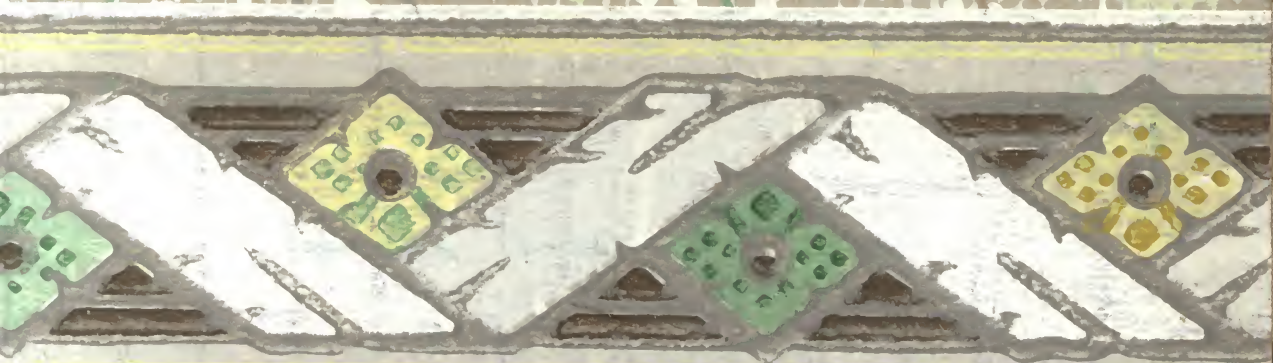
## CHOICE OF THREE COLORS

COLOR	SIDEWALL 74 <sup>c</sup>	BORDER 6 <sup>c</sup>	WHITE CEILING 74 <sup>c</sup>
Green	76 D 3022	76 D 6022	76 D 608
Yellow	76 D 3122	76 D 6122	76 D 608
Gray	76 D 3222	76 D 6222	76 D 608

WHAT TO DO WITH THE STAIR WELL. It has possibilities for a decorative quality all its own. When the stairs go directly up from the living room, introduce a new and contrasting wallpaper pattern at the base—it will give individuality to this important part of the house. When stairs rise from a hall, use the same wallpaper as in the hall itself.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# *Tweed Texture in Three Colors*

FADEPROOF

TRIM-EASY EDGE

WASHABLE

EMBOSSSED

EXTRA-HEAVY PAPER

42<sup>c</sup>

## Choice of 3 Colors

**SIDEWALL.** Sold only in Double Rolls, 18 inches wide, 16 yards long. Ship. wt. 2 pounds 8 ounces.

76 D 3033—Gray.

Double Roll.....84c

76 D 3133—Green.

Double Roll.....84c

76 D 3233—Brown.

Double Roll.....84c

**BORDER TO MATCH.** 2 $\frac{3}{8}$  inches wide. Shipping weight per yard, 1 ounce.

Yd.

76 D 6033—Gray...6 $\frac{1}{2}$ c

76 D 6133—Green..6 $\frac{1}{2}$ c

76 D 6233—Brown..6 $\frac{1}{2}$ c

**WHITE CEILING.** Harmonizes with Sidewall. Sold only in Double Rolls, 18 inches wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz.

76 D 607—Double

Roll.....84c

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$6.92

A beautifully blended tweed for a handsome decorative treatment. As useful and adaptable a paper as you could find—it will harmonize with any style in any room. The subtle tones and texture will add richness and depth to more brilliant colors in drapery or furniture fabrics and make an excellent background for pictures.

A perfect companion for patterned papers of every kind—for example, it combines strikingly with the paper on the following page. It has the additional advantage of being one of the easiest papers to hang, because it requires no matching. Choice of gray (shown); light green with tones of darker green, gray; or light brown with tones of darker brown, green, yellow.

A SIMPLE WALLPAPER without very obtrusive design is your best choice if your draperies are highly patterned and have several colors... or if you have highly patterned carpet or oriental rugs. There are many such papers to choose from—stripes, weaves, textured effects, self-toned designs—which make most attractive, though subdued, backgrounds.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# For a Colorful, Fanciful Room

FADEPROOF

TRIM-EASY EDGE

WASHABLE

HEAVY PAPER



37<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$6.14

Drawn with imagination, stimulatingly colored, this is a paper which will not only delight a boy's heart but will appeal to grown-ups too. It lends itself equally well to the children's playroom or adult's recreation area—and will also make a gay and distinctive kitchen or dinette. Moreover, its many colors make it complementary to any decorating scheme you choose.

SIDEWALL. Double Rolls, 18 in. wide, 16 yds. long.  
76 D 3027—Ship. wt. 2 lbs. . . . . Double Roll 74c

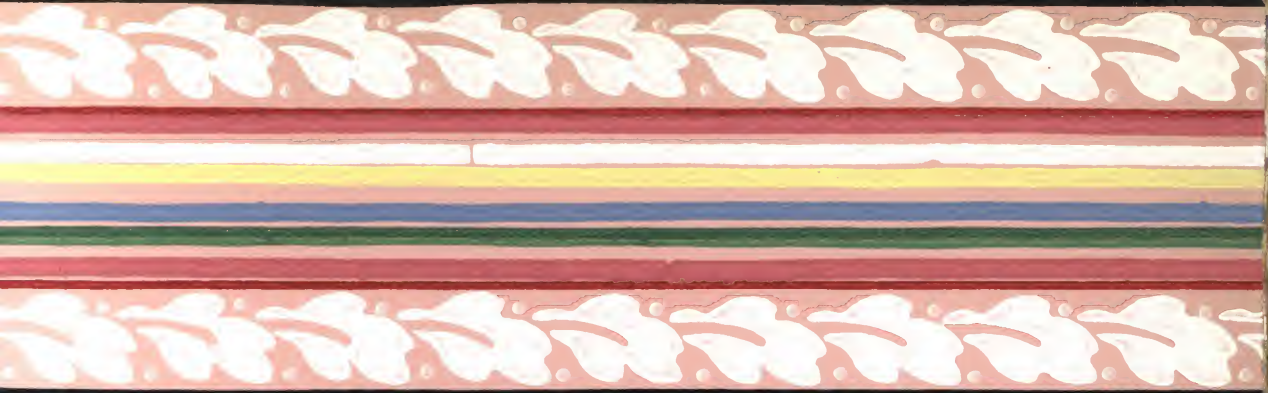
BORDER TO MATCH. 1¾ inches wide.  
76 D 6027—Ship. wt. per yd., 1 oz. . . . . Yard 6c

WHITE CEILING. Harmonizes with Sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long.  
76 D 608—Ship. wt. 2 lbs. . . . . Double Roll 74c

WARDS INTERIOR DECORATORS will help you with your decorating problems. Send the information suggested in the notice in the General Catalog index. You will receive individual recommendations especially designed for your needs. This service is free to our customers. Address Interior Decorating Dept., Montgomery Ward, Chicago 7, Ill.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE















# For a Frankly Feminine Room

FADEPROOF

TRIM-EASY EDGE

WASHABLE

HEAVY PAPER



46<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet..\$7.40

An unusual design which is lighthearted, gay and feminine without being too frilly. In its lovely pastel colors it makes a most interesting design on the wall. Just right for a young girl's room. Choice of yellow (shown); pink with pink and white ribbons; or blue with blue and white ribbons.

SIDEWALL AND CEILING. Double Rolls only, 18 in. wide, 16 yds. long. Shipping weight 2 lbs.

BORDER TO MATCH. 2¼ inches wide. Sold by the yard. Shipping weight per yard, 1 ounce.

## CHOICE OF THREE COLORS

COLOR	SIDEWALL 92 <sup>c</sup>	BORDER 7 <sup>c</sup>	WHITE CEILING 84 <sup>c</sup>
Yellow	76 D 3039	76 D 6039	76 D 607
Pink	76 D 3139	76 D 6139	76 D 607
Blue	76 D 3239	76 D 6239	76 D 607

IF YOU PLAN TO HAVE CONTRASTING WALLS, which walls should have the patterned paper? Which should be plain? The wall that is least broken up by doors and windows will carry the pattern most effectively. Or, if you are trying to bring an odd-shaped room into balance, the patterned wall will tend to look shorter than the solid colored ones.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE



# Stripe Companion to the Facing Paper

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER

35<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$5.86

In three colorings made especially to harmonize with the colorings of the facing paper. Repetition of the leaf and fern gives you harmony of design as well. The clean lines make neat looking walls. Choice of green (shown); dark brown with gray and green; or mauve with gray and dubonnet.

SIDEWALL AND CEILING. Double Rolls only, 18 in. wide, 16 yds. long. Shipping weight 2 lbs.

BORDER TO MATCH. 2 1/8 inches wide. Sold by the yard. Shipping weight per yard, 1 ounce.

## CHOICE OF THREE COLORS

COLOR	SIDEWALL 70c	BORDER 6c	WHITE CEILING 70c
Green	76 D 3019	76 D 6019	76 D 884
Brown	76 D 3119	76 D 6119	76 D 884
Mauve	76 D 3219	76 D 6219	76 D 884

THERE ARE PROBLEM ROOMS in nearly every home. Usually they are ones in which there are so many different patterns in draperies, floor covering and upholstery that it is necessary to choose something unobtrusive in wallpaper. Very often stripes are the solution for this problem. Narrow or wide, they do not conflict with the room's other patterns.

SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE 











# One of Our Companion Papers

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER

35<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10' x 12 Feet. \$5.86



Companion to facing paper. A bold design to give walls a decorative flair. Essentially modern, it's striking in hall or dining room. But it will enliven plain rugs and fabrics anywhere. In green (shown); dark brown with gray leaves, green fern; or mauve with gray leaves, dubonnet fern.

SIDEWALL AND CEILING. Double Rolls only, 18 in. wide, 16 yds. long. Shipping weight 2 lbs.

BORDER TO MATCH. 2 1/8 inches wide. Sold by the yard. Shipping weight per yard, 1 ounce.

## CHOICE OF THREE COLORS

COLOR	SIDEWALL 70c	BORDER 6c	WHITE CEILING 70c
Green	76 D 3020	76 D 6020	76 D 884
Brown	76 D 3120	76 D 6120	76 D 884
Mauve	76 D 3220	76 D 6220	76 D 884

IF YOUR ROOM SEEMS DULL because it lacks pattern and you don't wish to redecorate the entire room, wallpaper will solve your problem. You can add personality and zest by covering one wall in an attractive pattern and placing a large mirror on the opposite wall to reflect it. You can create an entirely new room with just a few rolls of wallpaper.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Useful Leaf Design... Two Colors

FADEPROOF TRIM-EASY EDGE STANDARD PAPER



33c

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$5.50

It would be difficult to find a paper which has more uses than this leaf pattern. Decorative enough for living room, dining room or hall—yet not too heavy for a bedroom. It has enough detail to make walls interesting—yet the colors are comfortable and refreshing. Choice of blue (shown); or medium green with design in gray tones.

SIDEWALL AND CEILING. Double Rolls only, 18 in. wide, 16 yds. long. Shipping weight 2 pounds.  
BORDER TO MATCH. 2½ inches wide. Sold by the yard. Shipping weight per yard, 1 ounce.

## CHOICE OF TWO COLORS

COLOR	SIDEWALL 66c	BORDER 5½c	WHITE CEILING 66c
Blue	76 D 3014	76 D 6014	76 D 887
Green	76 D 3114	76 D 6114	76 D 887

CONSIDER THE EXPOSURE when you choose colors for a room. Warm exposures call for cool backgrounds—green, blue or gray. Cool exposures need warm colors—pink, red, yellow, brown. Rooms facing east or west get sun in either morning or afternoon, and should be given the background color suitable at the time of day when they are most used.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Suitable for Most Any Room

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER



33c

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$5.50

This stylized leaf, with its occasional floral touches, creates a rich effect. An expert blending of modern and traditional, it can be used with any decorating style. The well-balanced design is most effective in large rooms, will relieve the monotony of long, unbroken wall spaces. The background adds richness, yet the whole effect is neutral enough for any color scheme.

SIDEWALL. Double Rolls, 18 in. wide, 16 yds. long.  
76 D 3013—Ship. wt. 2 lbs. . . . . Double Roll 66c

BORDER TO MATCH.  $2\frac{1}{8}$  inches wide.  
76 D 6013—Ship. wt. per yd., 1 oz. . . . . Yard  $5\frac{1}{2}$ c

WHITE CEILING. Harmonizes with Sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long.  
76 D 887—Ship. wt. 2 lbs. . . . . Double Roll 66c

IF YOU'RE FOND of large-scaled patterns, yet none of your ordinary rooms is suitable for the use of such papers, you can satisfy your taste by putting them in small rooms which have limited uses and where little time is spent. Small sewing or work rooms, powder rooms, large coat closets are excellent spots to use large designs, bright colors.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Important Pattern, Restful Colors

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER



30c

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet..\$5.08

A paper of unusual decorative qualities at this low price. Practically unlimited as to use, its smooth shading forms a flattering background in any room. The large design is excellent for high ceilinged rooms, will lend interest to long, unbroken wall spaces. Two colorings: green (shown); or medium blue with gray and white design.

SIDEWALL AND CEILING. Double Rolls only, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs.

BORDER TO MATCH. 2½ inches wide. Sold by the yard. Shipping weight per yard, 1 ounce.

## CHOICE OF TWO COLORS

COLOR	SIDEWALL 60c	BORDER 5½c	WHITE CEILING 60c
Green	76 D 3009	76 D 6009	76 D 875
Blue	76 D 3109	76 D 6109	76 D 875

IF YOU'RE MOVING TO A MODERN HOUSE you'll probably take pieces of traditional furniture that you don't want to discard or replace. Don't let this worry you. A good choice of wallpaper will help the old furniture look at home in its new surroundings. A good, modernized floral or weave will bridge the gap between the new house and old furniture.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# For a Soft, Silk-Like Background

FADEPROOF      TRIM-EASY EDGE      STANDARD PAPER



27<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$4.58

A stylized floral with a modern feeling. Its soft colors on the silky background create a rich effect, and are excellent for lightening a dull, dark room or making a small one seem more spacious. The design will give you walls which are pleasantly decorative, yet the predominantly gray tones are unobtrusive enough so that you can use pattern in draperies or upholstery.

SIDEWALL. Double Rolls, 18 in. wide, 16 yds. long.  
76 D 3005—Ship. wt. 2 lbs. . . . . Double Roll 54c  
BORDER TO MATCH. 2½ inches wide.  
76 D 6005—Ship. wt. per yd., 1 oz. . . . . Yard 5c  
WHITE CEILING. Harmonizes with Sidewall. Sold  
only in Double Rolls, 18 in. wide, 16 yds. long.  
76 D 886—Ship. wt. 2 lbs. . . . . Double Roll 54c

ACCESSORIES such as pictures, lamps and bric-a-brac are the finishing touches that can "make or break" a room. Choose each one not only for its individual attractiveness and appeal but also for how well it seems to belong with the rest of the room. Lamps with simple classic lines and little adornment are safest, for they are always in good taste.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Unusually Decorative at Small Cost

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER

## 24<sup>c</sup>

A Single Roll. Sold only in Double Rolls;  
Approximate Cost of Room 10 x 12 Feet. \$4.16



A wallpaper with an imaginative flair which will work decorating wonders at very little expense. The feathery design is abstract enough to give you something different in the way of decoration—yet it is as graceful as any floral. Choice of two colorings: blue (shown); or pink with white "flowers," blue and silver "leaves."

SIDEWALL AND CEILING. Double Rolls only, 18 in. wide, 16 yds. long. Shipping weight 2 lbs.

BORDER TO MATCH. 2 1/8 inches wide. Sold by the yard. Shipping weight per yard, 1 ounce.

### CHOICE OF TWO COLORS

COLOR	SIDEWALL 48c	BORDER 5c	WHITE CEILING 48c
Blue	76 D 3001	76 D 6001	76 D 600
Pink	76 D 3101	76 D 6101	76 D 600

ARE YOU PUZZLED BY A HALLWAY which leads into two or three different rooms? When papering such a hallway be sure that you keep in mind the adjoining rooms. Try to select a neutral color from one of the rooms which will blend with the wallpapers in all the other rooms. Do not pick an entirely different color for the hallway.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Light and Refreshing All-Purpose Paper

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER



24<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$4.16

An economical paper in which pattern and color combine for the utmost usefulness. The conventional leaf design makes it as suitable for the bedroom as for the living area. The unobtrusive coloring will not conflict with others you may have—and the white background will lighten the dull-est room. Use it to achieve fresh, clean looking walls at unusually low cost.

SIDEWALL. Double Rolls, 18 in. wide, 16 yds. long.  
76 D 3002—Ship. wt. 2 lbs. .... Double Roll 48c

BORDER TO MATCH. 2¼ inches wide.  
76 D 6002—Ship. wt. per yd., 1 oz. .... Yard 5c

WHITE CEILING. Harmonizes with Sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long.  
76 D 600—Ship. wt. 2 lbs. .... Double Roll 48c

IF YOU LIKE PICTURES—put them up. Pictures of any type can be hung against the plainer wallpapers—self-tones, weaves, low-toned stripes and leaves. Against highly patterned papers pictures should be matted. As a rule, any matted picture can be hung on very gay walls. The plain mat acts as a break between the design of paper and of picture.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# *Delicately Drawn, Skillfully Colored*

FADEPROOF

TRIM-EASY EDGE

WASHABLE

HEAVY PAPER



## 46<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$7.40

Cosmos and baby's breath reproduced with fidelity and beautiful simplicity by one of America's foremost wallpaper designers. Choice of three delightful colorings: blue (shown); light gray with white cosmos, yellow baby's breath; or charcoal with gray and white cosmos, pink baby's breath:

SIDEWALL AND CEILING. Double Rolls only, 18 in. wide, 16 yds. long. Shipping weight 2 pounds.  
BORDER TO MATCH. 2 1/8 inches wide. Sold by the yard. Shipping weight per yard, 1 ounce.

### CHOICE OF THREE COLORS

COLOR	SIDEWALL 92c	BORDER 7c	WHITE CEILING 84c
Blue	76 D 3030	76 D 6030	76 D 607
Gray	76 D 3130	76 D 6130	76 D 607
Charcoal	76 D 3230	76 D 6230	76 D 607

HOUSES ARE LIKE PEOPLE. Each house has distinct characteristics of its own which closely reflect the characteristics of its owner. A compliment to your home is a compliment to you. If your house seems to appear dull and lacking in personality you can transform it economically and easily by the use of new and decorative wallpapers.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# *Silk Damask of Dignity and Elegance*

FADEPROOF

TRIM-EASY EDGE

EMBOSSSED

EXTRA-HEAVY PAPER



## 37<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$6.14

Correctly styled, beautifully printed, this simple rose medallion on fine damask is reminiscent of lovely old hand-blocked wallpapers. Beautiful in a bedroom, it is sufficiently formal for hall or dining room. It suggests cool space—will reflect light from every wall. Truly a decorator's paper, yet within the price of the thriftiest. Rose border adds final touch of elegance:

SIDEWALL. Double Rolls, 18 in. wide, 16 yds. long.  
76 D 3029—Ship. wt. 2 lbs. 8 oz. Double Roll 74c

BORDER TO MATCH. 2 $\frac{1}{8}$  inches wide.  
76 D 6029—Ship. wt. per yd., 1 oz. . . . . Yard 6c

WHITE CEILING. Harmonizes with Sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long.  
76 D 608—Ship. wt. 2 lbs. . . . . Double Roll 74c

THE FOUR DIVISIONS of any room scheme are walls, draperies, furniture and floor covering. For best results these four must maintain a balance of interest. Smaller items and accessories are merely accents. It's smart to get pattern into two divisions, with the other two plain colored or textured, rather than have meaningless pattern over everything.

◁ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Tailored Stripe of Hallmark Quality

FADEPROOF

TRIM-EASY EDGE

WASHABLE

EXTRA-HEAVY PAPER

42<sup>c</sup> A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet..\$6.92

A truly fine wallpaper—one which is beautifully balanced in design, color, scale and feeling. It can be used in any room—including kitchen and bath—and will be in excellent taste wherever you use it. Just right in size for small rooms, yet it is so well drawn and colored that it will give an impression of texture on large wall spaces. It has a timeless quality which will blend beautifully with either modern or tradi-

tional furnishings—and it makes an excellent companion for other patterned papers. In a choice of four subtle colorings: blue (shown); light green with darker green, white, coral dots; pink with pale green, white, rose dots; or light blue-gray with darker blue-gray, white, wine dots. Side-wall and Ceiling are sold in Double Rolls only, 18 inches wide, 16 yards long. Attractive border is 2 1/8 inches wide.

76 D 3028—BLUE SIDEWALL. Ship. wt. 2 lbs. 8 oz.....	Double Roll 84c
76 D 6028—MATCHING BORDER. Ship. wt. per yd., 1 oz.....	Yard 6 1/2c
76 D 3128—GREEN SIDEWALL. Ship. wt. 2 lbs. 8 oz.....	Double Roll 84c
76 D 6128—MATCHING BORDER. Ship. wt. per yd., 1 oz.....	Yard 6 1/2c
76 D 3228—PINK SIDEWALL. Ship. wt. 2 lbs. 8 oz.....	Double Roll 84c
76 D 6228—MATCHING BORDER. Ship. wt. per yd., 1 oz.....	Yard 6 1/2c
76 D 3328—GRAY SIDEWALL. Ship. wt. 2 lbs. 8 oz.....	Double Roll 84c
76 D 6328—MATCHING BORDER. Ship. wt. per yd., 1 oz.....	Yard 6 1/2c
76 D 607—WHITE CEILING. Ship. wt. 2 lbs. 8 oz.....	Double Roll 84c

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Charming New Dogwood Design

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER



35<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet..\$5.86

A design of unusual appeal in soft, airy colors which will maintain a fresh and spring-like atmosphere throughout the year. The small scale and smooth, all over effect make it a perfect selection for a small room, either upstairs or down. Also non-directional, it can be used on the ceiling as well as the sidewall to create a remarkably charming, cosy and livable room.

SIDEWALL. Double Rolls, 18 in. wide, 16 yds. long.  
76 D 3018—Ship. wt. 2 lbs. .... Double Roll 70c

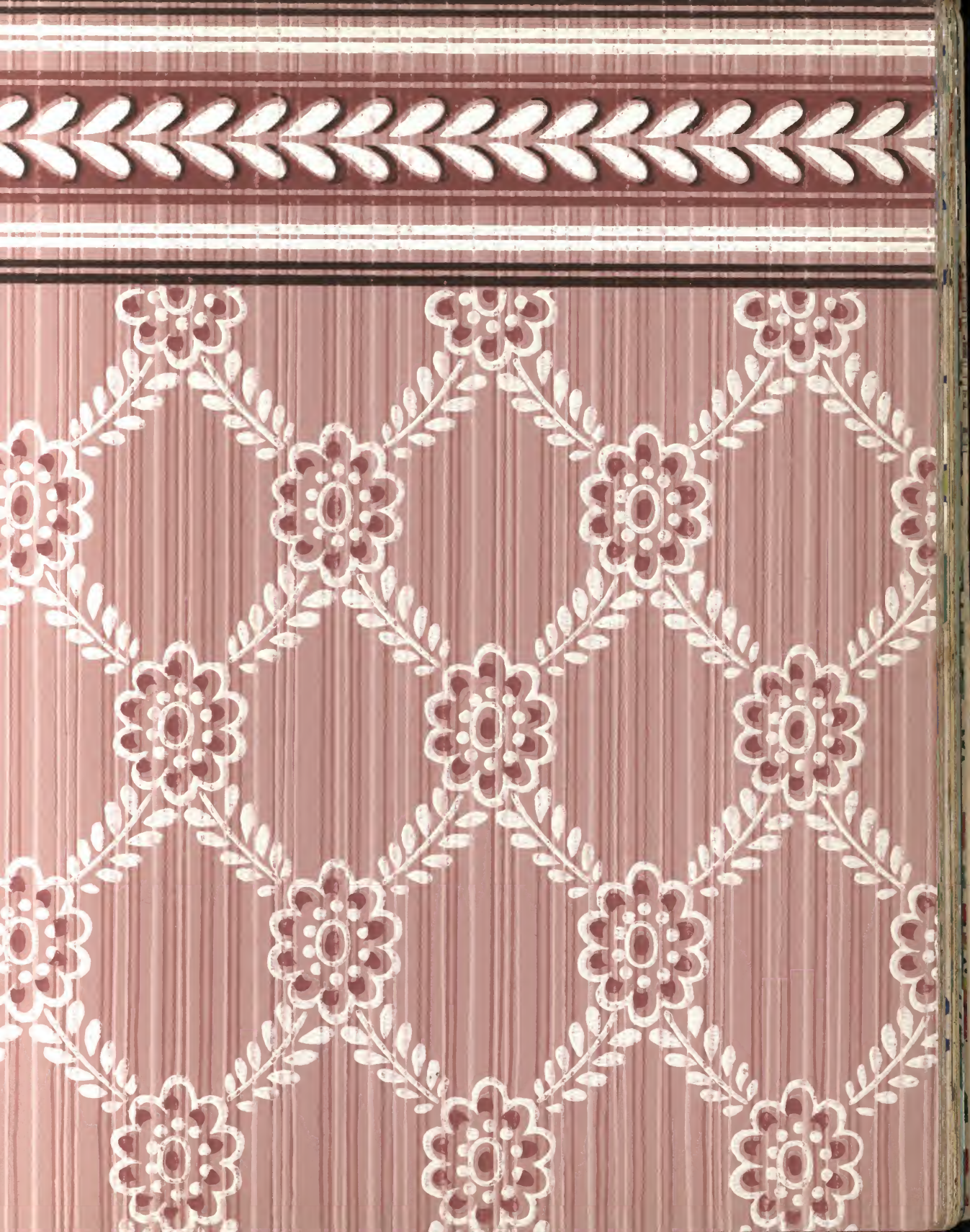
BORDER TO MATCH. 2 1/8 inches wide.  
76 D 6018—Ship. wt. per yd., 1 oz. .... Yard 6c

WHITE CEILING. Harmonizes with Sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long.  
76 D 884—Ship. wt. 2 lbs. .... Double Roll 70c

PATTERNS ON CEILINGS. You may have a room with plain floor covering and furniture in which it is desirable to use a highly patterned wallpaper design. If your walls are so broken up with windows and doors that they offer little space for design, put a gay, non-directional floral on the ceiling, an inconspicuous stripe or low tone on the walls.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# *Equally Attractive and Adaptable*

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER

35<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet..\$5.86



Colonial in origin but modern in style, this smart design is a color tonic for any room. Admirable for a dormer, a small room, or one where wall spaces are badly broken up by windows, doors, etc. Choice of three colorings: mauve (shown); medium shades of green; or medium shades of blue.

SIDEWALL AND CEILING. Double Rolls only, 18 in. wide, 16 yds. long. Shipping weight 2 lbs.

BORDER TO MATCH. 23/8 inches wide. Sold by the yard. Shipping weight per yard, 1 ounce.

## CHOICE OF THREE COLORS

COLOR	SIDEWALL 70c	BORDER 6c	WHITE CEILING 70c
Mauve	76 D 3017	76 D 6017	76 D 884
Green	76 D 3117	76 D 6117	76 D 884
Blue	76 D 3217	76 D 6217	76 D 884

USE BORDERS to make a room a bit unusual. Outline windows or doors with them, or place them atop the baseboard or dado, when the walls are of the dotted or small checkered type of pattern and an added note of gaiety is desirable. This, of course, is suggested only for informal rooms—it would not be suitable for formal living or dining rooms.

SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Pansy Pattern for a Sparkling Room

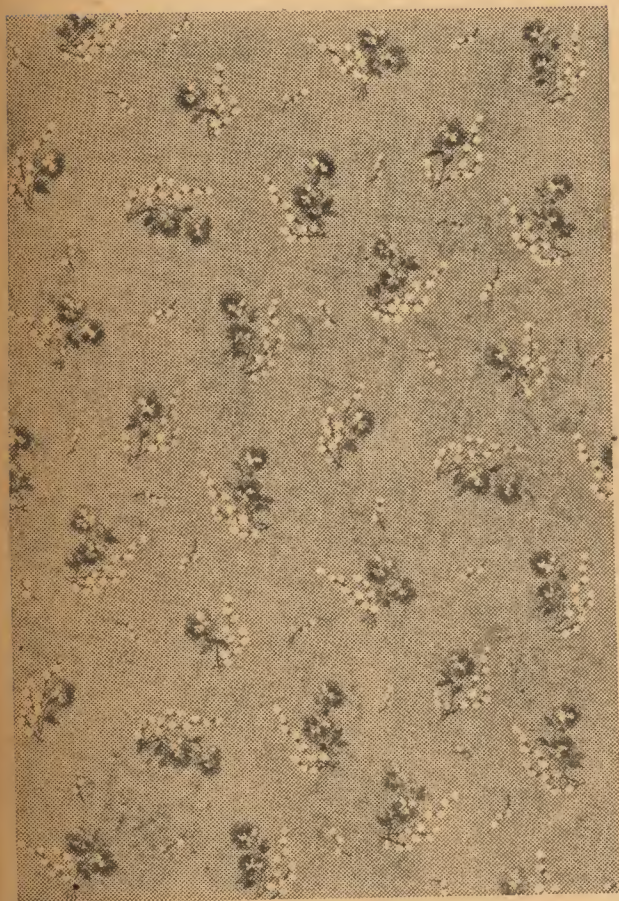
FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER

35<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$5.86



The pert, friendly air which makes the pansy a favorite has been captured in this paper. Reproduced so realistically they seem to grow right on the wall. They give a room the same lift as a fresh bouquet. If you have a small room this paper will solve your problem. Choice of blue (shown); or pink with purple and lavender pansies.

SIDEWALL AND CEILING. Double Rolls only, 18 in. wide, 16 yds. long. Shipping weight 2 lbs.

BORDER TO MATCH. 2 1/8 inches wide. Sold by the yard. Shipping weight per yard, 1 ounce.

## CHOICE OF TWO COLORS

COLOR	SIDEWALL 70c	BORDER 6c	WHITE CEILING 70c
Blue	76 D 3016	76 D 6016	76 D 884
Pink	76 D 3116	76 D 6116	76 D 884

IF YOUR WOODWORK IS OAK, walnut, pine or mahogany in natural or dark finish, take advantage of the opportunity to enhance these wood tones. Select your wallpaper in rich colors, such as yellow, rose, blue, warm grays or greens. Avoid white or light background papers, since the contrast between such paper and dark woodwork is too startling.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Appealing Design, Pleasingly Colored

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER

33<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$5.50



A small rose pattern—one of the best loved wallpaper motifs—which has all the appeal of the flower itself. Exactly right in scale and color for a small room—the simplicity of the design will make it seem more airy and spacious, the pink and yellow give it warm informality. Highlights from the graceful silver plumes add just enough sparkle for interesting contrast.

SIDEWALL. Double Rolls, 18 in. wide, 16 yds. long.  
76 D 3011—Ship. wt. 2 lbs. . . . . Double Roll 66c

BORDER TO MATCH. 2½ inches wide.  
76 D 6011—Ship. wt. per yd. 1 oz. . . . . Yard 5½c

WHITE CEILING. Harmonizes with Sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long.  
76 D 887—Ship. wt. 2 lbs. . . . . Double Roll 66c

DON'T FORGET THE CLOSET. Imagination and a roll of wallpaper will do wonders for it. You can cover it in paper to match your room—or in a small pattern with either harmonizing or contrasting colors. If you're fortunate enough to have a chest of drawers in your closet you'll find it will melt right into the wall when papered to match.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Lacy Floral Stripe... Four Colors

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER

33<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$5.50



Quiet, old-fashioned charm characterizes this modest paper. Choice of four colorings: green (shown); gray and yellow background with yellow and blue flowers; blue background with rose and blue flowers; or pink background with rose and blue flowers.

SIDEWALL AND CEILING. Double Rolls only, 18 in. wide, 16 yds. long. Shipping weight 2 lbs.

BORDER TO MATCH. 2 1/8 inches wide. Sold by the yard. Shipping weight per yard, 1 ounce.

## CHOICE OF FOUR COLORS

COLOR	SIDEWALL 66c	BORDER 5 1/2c	WHITE CEILING 66c
Green	76 D 3012	76 D 6012	76 D 887
Gray	76 D 3112	76 D 6112	76 D 887
Blue	76 D 3212	76 D 6212	76 D 887
Pink	76 D 3312	76 D 6312	76 D 887

IF YOU HAVE 3 OR 4 BEDROOMS it's usually wisest not to use the same kind of design in different colors in all, for this is apt to be monotonous. A large floral, a stripe, a small spot floral and a gay allover pattern would give variety of design. Then vary the background colors too—perhaps use a blue, a white, a dusty pink and a soft green.

◁ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# *Delightfully Different in Design and Color*

FADEPROOF    TRIM-EASY EDGE,    STANDARD PAPER



30c

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$5.08

For the room where you'd like a change of decorating pace—where you want a distinctly different air—use this subtly shaded orchid paper. It has a style which is well suited to the traditional types of furniture, and will set off dark woods to the best advantage. The delicate pattern and soft coloring add richness and depth to brighter colored drapery and other fabrics.

SIDEWALL. Double Rolls, 18 in. wide, 16 yds. long.  
76 D 3007—Ship. wt. 2 lbs. .... Double Roll 60c

BORDER TO MATCH. 2¾ inches wide.  
76 D 6007—Ship. wt. per yd., 1 oz. .... Yard 5½c

WHITE CEILING. Harmonizes with Sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long.  
76 D 875—Ship. wt. 2 lbs. .... Double Roll 60c

FOR BEDROOMS it is not usually necessary to choose wallpapers which will set off and complement one another. These rooms can be regarded as separate units—not as parts of a whole as the rooms in the living area of the house. The main objective is to choose a variety of patterns, so that each bedroom will have an individuality of its own.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Moss Rose on Chambray Background

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER



30c

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$5.08

The very simplicity of this dainty pattern creates an air of clean-cut attractiveness and good taste, and its small scale effects a cosy, intimate charm. It will provide the restful, unobtrusive background so desirable in a bedroom. Just right for small rooms—and unusually appropriate for a young girl's room. It will also appeal to the older members of the family.

SIDEWALL. Double Rolls, 18 in. wide, 16 yds. long.  
76 D 3008—Ship. wt. 2 lbs.....Double Roll 60c

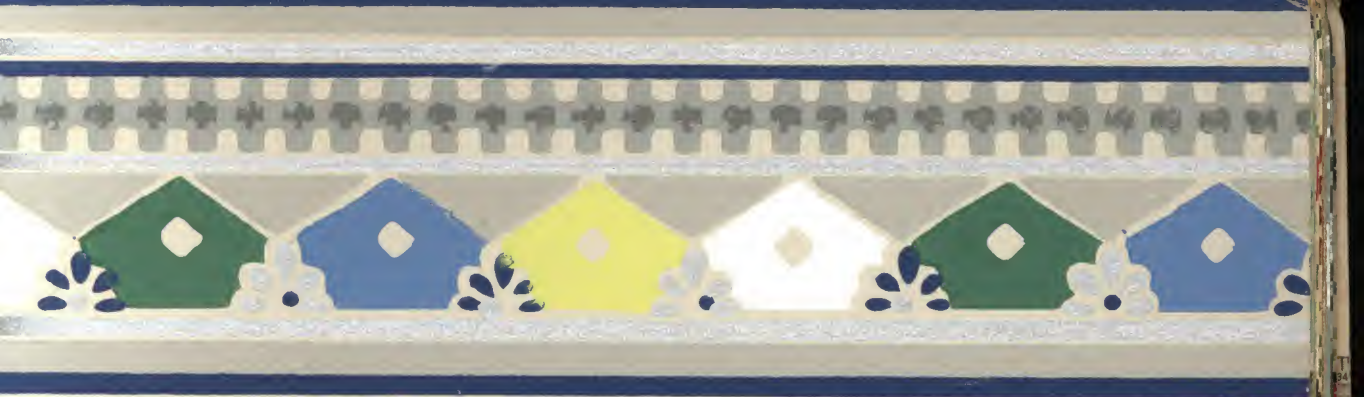
BORDER TO MATCH.  $2\frac{1}{8}$  inches wide.  
76 D 6008—Ship. wt. per yd., 1 oz.....Yard 51 $\frac{1}{2}$ c

WHITE CEILING. Harmonizes with Sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long.  
76 D 875—Ship. wt. 2 lbs.....Double Roll 60c

THESE DAYS colors are not relegated to any particular room. For example, what were once considered "bedroom colors"—peach, aqua, blue, yellow—are quite often used in living rooms. And in turn, rich, intense colors are now found in bedrooms. The purpose of a room, its use, and the color of furnishings determine the choice of wallpaper color.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# *Clean, Crisp and Colorful*

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER



27<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$4.58

A paper in the clear, clean colors so desirable in kitchen or dinette. The small scale makes it a good choice for a small room, or one in which only a small area is to be papered. Its freshness will lighten a gloomy room—yet it's not too bright for a sunny one. With a northern exposure yellow accessories will add to the warmth; on the south match the blue or green.

SIDEWALL. Double Rolls, 18 in. wide, 16 yds. long.  
76 D 3003—Ship. wt. 2 lbs.....Double Roll 54c

BORDER TO MATCH. 2 inches wide.  
76 D 6003—Ship. wt. per yd., 1 oz.....Yard 5c

WHITE CEILING. Harmonizes with Sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long.  
76 D 886—Ship. wt. 2 lbs.....Double Roll 54c

GIVE YOUR WALLPAPER A CHANCE. No wallpaper, no matter how beautiful, can appear to the best advantage when it's surrounded by dull, drab woodwork, or the floor of the room has lost its luster. Brighten your woodwork and floors with Wards Paints and Varnishes. You'll find a complete selection in the paint section of the General Catalog.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# *Creates a Bright and Cheerful Room*

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER

30<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet..\$5.08



A gay and happy version of the ever-popular ivy. The fresh, crisp greens, the dash of red, and the clean white background will transform the drabbest walls—give you a great deal of enjoyment at very little cost. Two colorings: silk and white stripe background (shown); or same colors on green and white stripe background.

SIDEWALL AND CEILING. Double Rolls only, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs.

BORDER TO MATCH. 2½ inches wide. Sold by the yard. Shipping weight per yard, 1 ounce.

## CHOICE OF TWO COLORS

COLOR	SIDEWALL 60c	BORDER 5½c	WHITE CEILING 60c
White	76 D 3006	76 D 6006	76 D 875
Green	76 D 3106	76 D 6106	76 D 875

DECORATING PROBLEMS? Wards Interior Decorators will be glad to help you. Send the information suggested in the notice in the General Catalog index. You will receive individual recommendations especially designed for your needs. This service is free to our customers. Address Interior Decorating Dept., Montgomery Ward, Chicago 7, Ill.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Imaginative Design for Dinette or Kitchen

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER

33<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet..\$5.50

The highly decorative qualities of this paper will work wonders on worn looking walls: Even the smallest room will gain a feeling of airiness and space from the open effect of the lattice. Choice of two colors: gray (shown); or bright yellow with gray lattice, pottery and plates in red, black, green and white, and green leaves:

SIDEWALL AND CEILING. Double Rolls only, 18 in. wide, 16 yds. long. Shipping weight 2 lbs.  
BORDER TO MATCH. 2 inches wide. Sold by the yard. Shipping weight per yard, 1 ounce.

## CHOICE OF TWO COLORS

COLOR	SIDEWALL 66c	BORDER 5½c	WHITE CEILING 66c
Gray	76 D 3010	76 D 6010	76 D 887
Yellow	76 D 3110	76 D 6110	76 D 887



THE KITCHEN should be a gay and cheerful place. The cold laboratory look of modern kitchen cabinets and appliances can be avoided by papering the walls in bright, shining colors. Wallpapers brighten up and add interest to the working area in which the homemaker spends a great deal of time, and make wall surfaces seem more comfortable.

◁ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Gay Cherry Plaid...Two Colors

FADEPROOF

TRIM-EASY EDGE

STANDARD PAPER



35c

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$5.86

As cheerful as you could possibly wish, this neat plaid also has the orderly air which is desirable in much used areas of the house—such as kitchen, dinette or service entrance. It is not a pattern which will become tiresome. In two colorings: yellow (shown); or white background with gray lines, red cherries and green leaves.

SIDEWALL AND CEILING. Double Rolls only, 18 in. wide, 16 yds. long. Shipping weight 2 lbs.

BORDER TO MATCH.  $2\frac{3}{8}$  inches wide. Sold by the yard. Shipping weight per yard, 1 ounce.

## CHOICE OF TWO COLORS

COLOR	SIDEWALL 70c	BORDER 6c	WHITE CEILING 70c
Yellow	76 D 3015	76 D 6015	76 D 884
White	76 D 3115	76 D 6115	76 D 884

SUGGESTED CURES for tired looking kitchens: If shelves are open, or have glass doors, line the backs and sides with a bright-as-you-can-find wallpaper. If you can't paper the whole wall, put a strip of colorful border above the counter tops and sink. For window interest make a shapely cornice and cover it with paper in a gay all-over design.

SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Hallmark Documentary Pattern

FADEPROOF TRIM-EASY EDGE WASHABLE EXTRA-HEAVY PAPER



37<sup>c</sup>

A Single Roll in White Style, as shown on reverse of this sheet. Sold only in Double Rolls.

A paper so delightfully designed and colored that it creates an irresistible atmosphere. Choice of white (shown); dark green with light greens, coral and pale yellow design; or bright red with light green, dull yellow, warm gray and white design.

SIDEWALL AND CEILING. Double Rolls only, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz.

BORDER TO MATCH. 2 1/8 inches wide. Sold by the yard. Shipping weight per yard, 1 ounce.

## CHOICE OF THREE COLORS

COLOR	SIDEWALL	PRICE	BORDER	PRICE
White	76 D 3021	74c	76 D 6021	6c
Green	76 D 3121	92c	76 D 6121	7c
Red	76 D 3221	92c	76 D 6221	7c

76 D 608—White Ceiling. . . . . Double Roll 74c

USE A PATTERNED WALLPAPER in several colors if your draperies, furniture and carpeting are solid colors. The wallpaper design will relieve the monotony of solid tones, add interest and character to the room. In most cases the larger the room the larger the pattern you can use—unless the walls are badly broken up by windows, doors, etc.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Neat and Trim Floral Tile

FADEPROOF TRIM-EASY EDGE WASHABLE EMBOSSED EXTRA-HEAVY PAPER

## Ordering Information

SIDEWALL. Sold only in  
Double Rolls, 18 inches  
wide, 16 yds. long. Ship.  
wt. 2 pounds 8 ounces.  
76 D 3063—Double  
Roll.....1.24

BORDER TO MATCH. 2  
inches wide. Shipping wt.  
per yard, 1 ounce.  
76 D 6063.....7c

EGGSHELL CEILING.  
Harmonizes with Sidewall.  
Sold only in Double Rolls  
18 inches wide, 16 yards  
long. Shipping weight 2  
pounds 8 ounces.  
76 D 617—Double  
Roll.....98c

Don't forget to order all  
the tools and equipment  
you need to hang your  
wallpaper. See Pages 79  
and 80 of this Catalog.

62<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$9.28

A wallpaper pattern which seems made to order for the smaller homes of today. Modest and appealing in both design and color, it has an atmosphere of informal friendliness—and its small scale has a cosy, intimate charm which would be excellent for any room in your home.

The tile effect produces the well-ordered look which is so essential in small rooms, and will not become tiring on any wall. The background is neutral enough so you can use it with many colors—but for the most decorative effect repeat in your furnishings the reds and greens of the dainty floral motif.

A paper which makes a fine setting for maple or other informal styles of furniture.

DO YOU HAVE DINING SPACE IN YOUR KITCHEN? If you do, and wish to set it off and make it more attractive, you can give it the appearance of being separate from the work space by hanging an attractive wallpaper in the dining area. The walls of the work space can be painted to match the background of the wallpaper, or a harmonizing color.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Easy-to-Clean Ceramic Finish

FADEPROOF

TRIM-EASY EDGE

EXTRA-WASHABLE

EXTRA-HEAVY PAPER

54<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$8.48



A paper which will make—and keep—a room as fresh and gay as you could possibly wish. Its Ceramic finish will withstand dirt and grease, and can easily be kept clean with soap and water. With red and green gingham curtains to match the pattern, gray trim and rag rugs you can create inexpensively a charming kitchen or dinette. Use extra paper for shelf-lining.

SIDEWALL. Double Rolls, 18 in. wide, 16 yds. long.  
76 D 3059—Ship. wt. 2 lbs. 8 oz. Double Roll 1.08

BORDER TO MATCH. 2 inches wide.

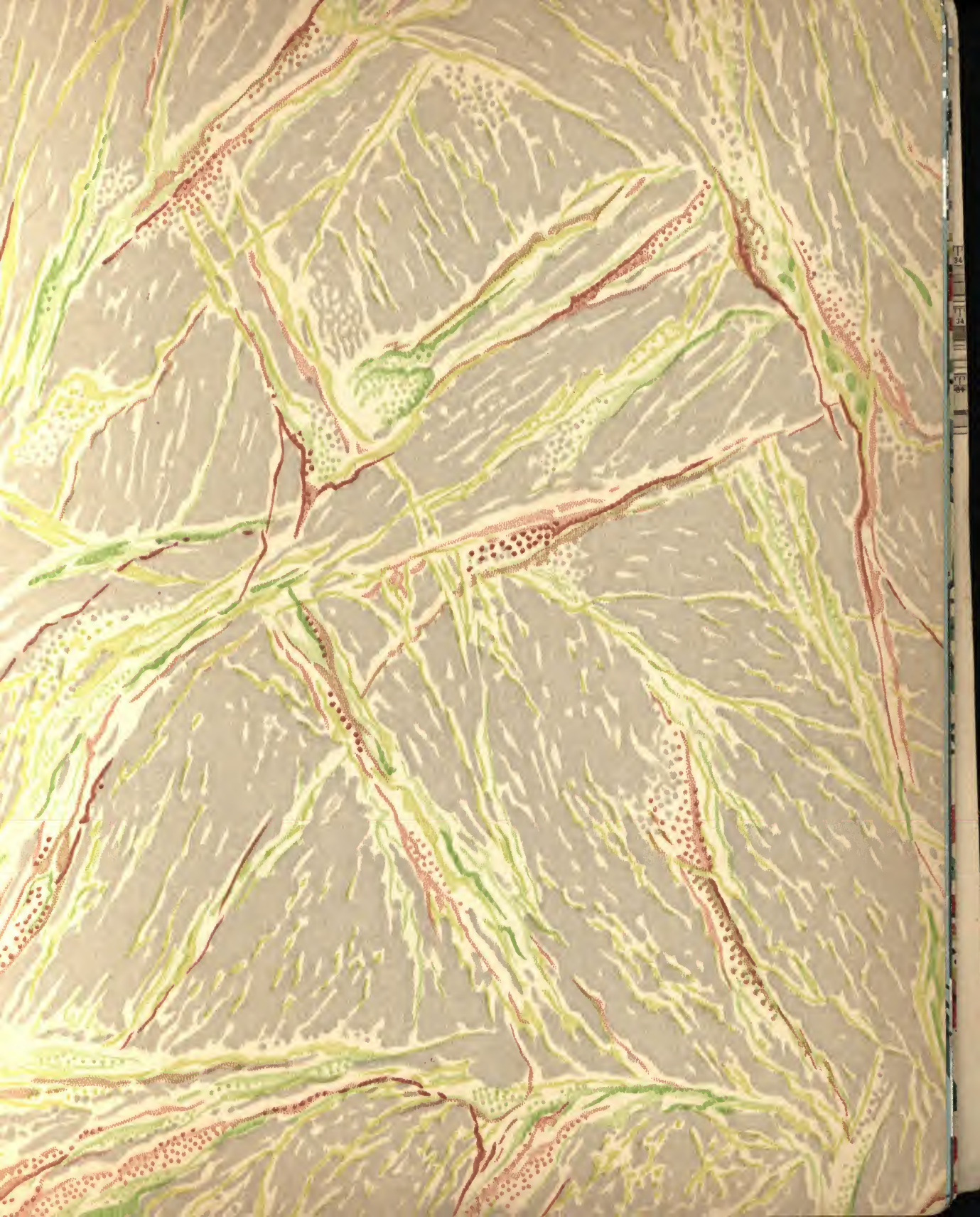
76 D 6059—Ship. wt. per yd., 1 oz. . . . . Yard 7c

EGGSHELL CEILING. Harmonizes with Sidewall.  
Sold only in Double Rolls, 18 in. wide, 16 yds. long.  
76 D 617—Ship. wt. 2 lbs. 8 oz. . . . Double Roll 98c

WHAT KIND OF CURTAINS? In a small room, or one badly cut up with windows, curtains to match the wall color will tend to detract from the broken lines of the walls and unify the room. Plain fabrics will make it look larger—but pattern will make it gayer, and won't look too restless if the predominate color matches the wall.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Onyx Effect for Clean Looking Walls

FADEPROOF TRIM-EASY EDGE WASHABLE EXTRA-HEAVY PAPER

49<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$7.98



The distinctive veined effect of onyx has been realistically reproduced in this unusual wallpaper. Colored in light, clear shades it is an ideal choice for kitchen or bathroom where clean looking walls are most wanted. The allover design will not show soil as readily as some other types, and since it is non-directional it will look as well on the ceiling as on the sidewall.

SIDEWALL. Double Rolls, 18 in. wide, 16 yds. long.  
76 D 3058—Ship. wt. 2 lbs. 8 oz. . . Double Roll 98c

BORDER TO MATCH. 2 inches wide.  
76 D 6058—Ship. wt. per yd., 1 oz. . . . . Yard 7c

EGGSHELL CEILING. Harmonizes with Sidewall.  
Sold only in Double Rolls, 18 in. wide, 16 yds. long.  
76 D 617—Ship. wt. 2 lbs. 8 oz. . . Double Roll 98c

WALLPAPER IS PRACTICAL as well as beautiful, especially in homes where there are children. A good wallpaper will not soil easily and will clean well, time after time. It will retain its freshness long after paint has become dull and "washed off" looking. Then, too, the pattern of wallpaper helps to hide fingerprints and other marks of wear.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Hallmark Design for a Beautiful Bathroom

FADEPROOF

TRIM-EASY EDGE

WASHABLE

EXTRA-HEAVY PAPER



49c

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$7.70

A Hallmark paper which is strikingly handsome in a bathroom—yet will be equally flattering to any other room. In colorings as beautiful as the drawing. Choice of three: aqua (shown); medium gray background with white, dubonnet and black; or light yellow background with white and black.

SIDEWALL AND CEILING. Double Rolls only, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz.

BORDER TO MATCH. 2¼ inches wide. Sold by the yard. Shipping weight per yard, 1 ounce.

CHOICE OF THREE COLORS .

COLOR	SIDEWALL 98c	BORDER 7c	WHITE CEILING 84c
Aqua	76 D 3043	76 D 6043	76 D 612
Gray	76 D 3143	76 D 6143	76 D 612
Yellow	76 D 3243	76 D 6243	76 D 612

RECIPE FOR A BEAUTIFUL BATH OR POWDER ROOM: A yard or so of cloth matched to one of the paper's colors will make an extravagant-looking dressing table when draped around a simple home-made shelf. Carry out the same color in curtains and rugs. The paper's other colors can be accented in accessories, such as towels, wash cloths, etc.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Hallmark Nasturtium in Decorator Colors

FADEPROOF

TRIM-EASY EDGE

WASHABLE

EXTRA-HEAVY PAPER

49<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$7.70



If you're looking for an eye-catching paper—one which will add decorating spice to a room—choose this exciting floral. Color and design are completely contemporary—the whole effect is one of smartness and style. It can be used anywhere, from front door to back. Choice of green (shown); or same colors on medium red background.

SIDEWALL AND CEILING. Double Rolls only, 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz.

BORDER TO MATCH. 2¼ inches wide. Sold by the yard. Shipping weight per yard, 1 ounce.

## CHOICE OF TWO COLORS

COLOR	SIDEWALL 98 <sup>c</sup>	BORDER 7 <sup>c</sup>	WHITE CEILING 84 <sup>c</sup>
Green	76 D 3042	76 D 6042	76 D 612
Red	76 D 3142	76 D 6142	76 D 612

BANISH THE NOTION, if you have it, that wallpapers are expressly designed for use in certain rooms and not in others. An attractive floral paper, for example, may make a perfect background for living room, dining room, bedroom, hall, sunroom, or even bath, provided only that the other furnishings of the room are properly complemented by it.

◀ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE







# Actual Sample of Plastic Coated Papers

FADEPROOF

TRIM-EASY EDGE

EXTRA-WASHABLE

EXTRA-HEAVY, PAPER



98<sup>c</sup>

A Single Roll. Sold only in Double Rolls.  
Approximate Cost of Room 10 x 12 Feet. \$14.60

Hallmark Quality. For a room which will stay bright, attractive and easy to clean use this plastic coated paper with the gay provincial pattern. Other patterns for kitchen, dinette, bath and nursery are shown on the back cover—read the advantages of Wards plastic coated papers. Their easy-cleaning, long-wearing qualities will save time and decorating expense.

SIDEWALL. Double Rolls, 18 in. wide, 16 yds. long.  
76 D 3080—Ship. wt. 2 lbs. 8 oz... Dbl. Roll \$1.96

BORDER TO MATCH. 2 1/8 inches wide.

76 D 6080—Ship. wt. per yd., 1 oz..... Yard 8c

WHITE CEILING. Harmonizes with Sidewall. Sold only in Double Rolls, 18 in. wide, 16 yds. long.

76 D 3088—Ship. wt. 2 lbs. 8 oz... Dbl. Roll \$1.76

BATHROOM WALLPAPER adds warmth and interest to the room—and can be as colorful as you like. Since the wall space is small, there's no danger of overdoing the color—so use it with a flourish. Put the paper above the dado, below the dado, or over all the walls and ceiling. Just remember to choose a washable paper which water won't hurt.

◁ SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE





## Tools and Supplies for Quick, Easy Paperhanging

- 1 STEEL WALL SCRAPERS. Remove old wall-paper, paint. Walnut handles. Ship. wt. 7 oz. 75 D 5353—Mirror finish. Bolstered.....98c  
75 D 5352—Ground finish. Not Bolstered.....69c
- 2 STEEL PUTTY KNIFE. Ship. wt. 6 oz.  
75 D 5358—Mirror finish. Bolstered.....75c
- 3 TRIM KNIFE. Keen-edged steel blade.  
75 D 5362—Shipping weight 4 oz.....45c
- 4 WHEEL KNIVES. Fine 2-in. smooth steel blades.  
WITH THUMB AND FINGER GUARD.  
75 D 5323—Shipping weight 5 oz.....65c  
WITHOUT GUARD. Otherwise like (4).  
75 D 5326—Shipping weight 4 oz.....55c
- 5 SAWTOOTH 1½-in. wheel. Use around doors.  
75 D 5324—Shipping weight 5 oz.....49c
- 6 SAWTOOTH 1½-in. wheel with trim blade.  
75 D 5328—Shipping weight 4 oz.....59c
- 7 SEAM ROLLER. Maple. Oval face.  
75 D 5334—2-in. Roller. Ship. wt. 9 oz.....55c
- 8 PASTE BRUSH. Tampico fiber 7-in. bristles.  
75 D 5308—Ship. wt. 1 lb. 4 oz.....65c
- 9 PASTE BRUSH. Fiber and horsehair 7 in.  
75 D 5311—Ship. wt. 1 lb. 6 oz.....\$1.69
- 10 WALLPAPER PASTE. Spreads evenly, won't lump. One lb. pastes 6 double rolls.  
75 D 5300—2 lbs. Ship. wt. 3 lbs.....38c  
75 D 5301—5 lbs. Ship. wt. 6 lbs.....87c
- 11 PATCHING PLASTER. For cracks in plaster.  
75 D 5830L—5 lbs. Ship. wt. 6 lbs.....25c
- 12 WALLPAPER CLEANER. Non-crumbly type. Clean wallpaper, flat paint, shades, etc.  
75 D 5910—40-oz. Can. Ship. wt. 3 lbs.....36c

- 13 WALL SIZE. Use before papering.  
75 D 5931—1 lb. Ship. wt. 1½ lb. 29c
- 14 WALLPAPER REMOVER. Easy to use. Won't harm walls, woodwork, hands.  
75 D 5304—PINT. Wt. 2 lbs. 6 oz.....39c
- 15 WALLPAPER SHEARS. Length 12 in.  
75 D 5337—Wt. 1 lb. 14 oz.....\$2.19
- 16 PAPERHANGING KIT. Better Quality. 12-in. smoothing brush, 6-in. paste brush, wall scraper, plumb bob, line, chalk, 1½-in. wheel knife, 1½-in. roller.  
75 D 5348—Ship. wt. 2 lbs. 8 oz.....\$2.19
- 17 3 SMOOTHING BRUSHES. Width 12 in.  
Horsehair bristles, 2 in. long.  
75 D 5319—Ship. wt. 12 oz.....\$1.29
- 18 Pure China bristles, 2½ in. long. Bristles set in rubber.  
75 D 5314—Ship. wt. 12 oz.....\$3.59
- 19 Yellow fiber bristles, 2 in. long.  
75 D 5320—Ship. wt. 12 oz.....45c
- 20 3 WALLPAPER TRIMMERS. Zinc strips.  
17 Good. Solid wood, 5-ft. straight-edge with grooved track. Spring type steel rotary cutter.  
75 D 5367 M—Ship. wt. 3 lbs.....\$1.79
- 21 BETTER. Three-ply laminated wood, 6-ft. straight-edge with steel track and edge. Nickel plated cutter; 2-in. Swedish tool steel rotary blade.  
75 D 5379 M—Ship. wt. 5 lbs.....\$7.69
- 22 BEST. Five-ply laminated wood, 6-ft. straight-edge with brass track and edge. Cutter and blade same as (18).  
75 D 5381 M—Ship. wt. 6 lbs.....\$9.89
- 23 EXTRA CUTTER. (As with (18) above).  
75 D 5387—Ship. wt. 1 lb.....\$2.89

- 24 FOLDING WALLPAPER PASTE TABLE. Professional type. Select, seasoned wood. Steel cross-braces. Extension board brackets hold 7½-in. board for work with wider papers. (Board sold separately below.) Rests hold straight-edge when it's not in use. Zinc cutting strip. Height 32 in. Width 22½ in.; folds to 11¼ in. for ease in carrying, with plenty of tool space inside. Length 6 ft. Not Mailable.  
75 D 5393 R—Shipping weight 30 lbs.....\$10.95

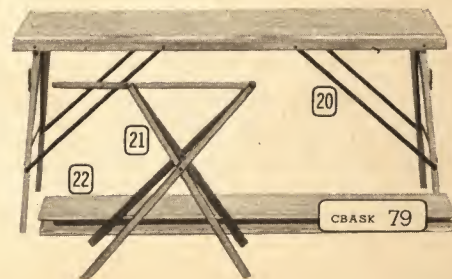
EXTRA 7½-IN. BOARD. For table above. Length 6 ft.  
75 D 5340 R—Not Mailable. Ship. wt. 5 lbs.....\$1.79

ZINC CUTTING STRIP. Width 3 in. Length 6 ft.  
75 D 5393—Ship. wt. 2 lbs. Mailable.....Each 49c

- 25 FOLDING MAPLE TRESTLES. Make paste table, with Paste Board (22), below. Height adjusts from 31 to 33¾ in. Fold flat to carry. Mailable.  
75 D 5396 M—Shipping weight 8 lbs.....Pair \$2.69

- 26 HINGED PASTE BOARD. Warp-resistant, ½-in. boards. Reinforced cutting edge with zinc cutting strip. Width open 22½ in.; closed 11¼ in. Length 6 ft. Not Mailable. Use with Trestles (21) above to make paste table.  
75 D 5388 R—Shipping weight 18 lbs.....\$5.89

OTHER DECORATING SUPPLIES ON FOLLOWING PAGE.





# Wall Oilcloth in New, Easy-to-Hang 24-in. Width

## COMPLETELY TRIMMED AND READY TO HANG

Now—for the first time—Wards offer Wall Oilcloth sidewall and wainscoting perfectly trimmed on both edges, all ready to hang. You need only cut the lengths you want, and paste—and you can apply the paste either to the Wall Oilcloth or to the wall. You will find the new 24-in. width for patterns and plain colors exceptionally easy to handle. Wainscoting is 48 in. wide—standard wainscoting height. Wall Oilcloth can be hung on any smooth surface, including all wallboard, with regular wallpaper paste. Hanging instructions are included with each order.

## OILCLOTH MADE ESPECIALLY FOR YOUR WALLS

Wall Oilcloth is heavier, better made, longer lasting than ordinary oilcloth. Its sturdy canvas backing is treated with coat after coat of fine oil paint to make a non-porous, non-absorbent finish which is truly washable and has year-in-year-out wearing qualities. Its tough surface is designed to resist scuffing or other rough treatment. Repeated scrubbing will not fade it. These long-wearing qualities make it extremely low in cost-per-year—a truly sound decorating investment.

## EASY TO KEEP CLEAN

Even after years of regular soap-and-water cleansing, Wall Oilcloth colors remain fresh, clear and beautiful. Dust, soot, grease, finger-smears, picture marks—all wash away easily. Moreover, Wall Oilcloth cleans without blistering or streaking, without absorbing moisture at the seams or pulling loose from the plaster.

Sidewall Pattern Catalog Number	Finish	Price per Roll	Matching Border Catalog Number	Price per Yard
(A) 76 D 944 L	Dull	\$2.59	76 D 2944 L	18c
(B) 76 D 945 L	Dull	2.59	76 D 2945 L	18c
(E) 76 D 934 L	Dull	2.59	76 D 2934 L	18c
(F) 76 D 935 L	Dull	2.59	76 D 2935 L	18c
(G) 76 D 943 L	Silver	2.59	76 D 2943 L	18c
(H) 76 D 936 L	Dull	2.59	76 D 2936 L	18c
(J) 76 D 937 L	Dull	2.59	76 D 2937 L	18c
(K) 76 D 931 L	Dull	2.59	76 D 2931 L	18c
(L) 76 D 933 L	Dull	2.59	76 D 2933 L	18c
(M) 76 D 932 L	Dull	2.59	76 D 2932 L	18c

## PROTECTS AS WELL AS BEAUTIFIES

Unightly plaster cracks have little chance to mar the beauty of rooms covered with Wall Oilcloth. Its strong, flexible canvas backing strengthens walls and ceilings, helps reinforce plaster and prevent cracking. Since it will not tear easily, Wall Oilcloth helps hide cracks even if they occur. Consequently it saves on cost of plaster repairs, frequent redecoration. Its strengthening and protective features make it an excellent base for painting or new wallpaper.

## CHOICE OF PATTERNS OR PLAIN COLORS

Wall Oilcloth offers a variety of color combinations for any room. The sidewall patterns can be combined with wainscoting patterns, or hung separately, as can the pastel plain colors. Each sidewall pattern has a harmonizing border, which must be ordered separately (see table below). Wainscoting patterns have borders printed on the top and bottom; you need not order border for wainscoting. Wainscoting is 48 inches high, and should be hung horizontally.

## ORDERING INFORMATION

PATTERNS AND PLAIN COLORS are sold in Single Rolls 24 in. wide, 6 yds. long. Ship. wt. per Single Roll, 4 lbs.

WAINSCOTING is 48 in. wide and is sold by the yard or in rolls-12 yds. long. Ship. wt. per yd., 1 lb. 5 oz.; per roll, 17 lbs.

BORDER about 2 in. wide. Ship. wt. per yd., 1 oz. For instructions on how to figure amount you need, see Page 8.

Wainscoting Catalog No.	Finish	Price per Yard	Price per Roll
(C) 76 D 946 L	Glazed	89c	\$9.50
(D) 76 D 930 L	Glazed	89c	9.50
76 D 903 L (White—not shown)	Glazed	89c	9.50

Plain Color Catalog Number	Color	Finish	Price per Roll
(N) 76 D 938 L	Eggshell	Dull	\$2.59
(P) 76 D 947 L	Yellow	Dull	2.59
(R) 76 D 941 L	Pink	Dull	2.59
(T) 76 D 948 L	Chartreuse	Dull	2.59
(U) 76 D 939 L	Green	Dull	2.59
(V) 76 D 942 L	Blue	Dull	2.59
(W) 76 D 940 L	Gray	Dull	2.59
76 D 949 L (not shown)	White	Dull	2.59
76 D 950 L (not shown)	White	Glazed	2.59

X

## PLATFORM LADDERS AND EXTENSION PLANKS

**X STEADY PLATFORM LADDERS.** Do your decorating and paper hanging with a ladder that lets you concentrate on the job. Your entire foot fits on large platform step; reduces fatigue, makes difficult angles easier to reach with less chance of falling. Front ladder legs act as guide rails.

Wood-riveted-to-steel construction. Select seasoned ladder-stock wood, over 3/4 in. thick. Back braces steel trussed. Platform and side rail assembly joined by steel braces and plates.

75 D 6860 R—4-foot Size. Ship. wt. 24 lbs. Not Mailable.... \$10.79

75 D 6861 R—5-foot Size. Ship. wt. 27 lbs. Not Mailable.... 11.65

**Z WOOD EXTENSION PLANKS.** Telescope type extension planks with wood end blocks. Two adjustable stove bolts in each end hold each rail in place. Stronger, lighter than solid board. Slide easily; open, close quickly. Not Mailable.

75 D 6897 R—5-ft. Length. Extends from 5 1/2 to 9 ft. Ship. wt. 23 lbs. .... \$5.95

75 D 6898 R—6-ft. Length. Extends from 6 1/4 to 10 1/2 ft. Ship. wt. 29 lbs. .... \$7.75

75 D 6899 R—8-ft. Length. Extends from 8 1/4 to 13 1/2 ft. Ship. wt. 45 lbs. .... \$9.95



Y



## DRY-WALL CONSTRUCTION NEEDS

**Y JOINT CEMENT.** Fills cracks, holds tape in place. Mix with water, apply with broad knife below. Use 5 lbs. with 75-ft. tape. Instructions included. Ship. wt. 6 lbs.

75 D 4005 L—5 lbs. .... 69c

**BROAD KNIFE.** (See picture at left.) Use to apply joint cement. 6-in. steel blade. Shaped handle.

75 D 5399—Ship. wt. 8 oz. .... 69c

**JOINT TAPE.** (See picture above.) Use with cement and broad knife to make butt or channel joints in wallboard invisible.

75 D 4008—75-ft. Roll. Ship. wt. 10 oz. .... 45c

75 D 4009—250-ft. Roll. Ship. wt. 2 lbs. .... \$1.25

MORE DECORATING SUPPLIES ON PRECEDING PAGE.